

Black Alumni Network

Newsletter

The Source: News, Reviews, Commentary, Almanac

* HAPPY NEW YEAR! *

"I Have a Dream"
Martin Luther King Jr.
(1929-1968)
National Holiday
Second Anniversary

Volume VIII, Number 1

JANUARY 1988

1987 Reviewed:

A look at media events
& people

International

Two battles raged in South Africa this year: blacks fight, resist and die trying to topple the apartheid system sanctioned by the white minority regime, and the regime battled to muzzle reporting by foreign and domestic news media. This year, 11 foreign journalists were expelled from South Africa. When the New York Times did its periodic rotation of correspondents, Pretoria did not permit the replacement to enter the country....."This report was written in adherence to South African government press guidelines" was a chilling disclaimer that preceded scores of wire service and correspondent dispatches from South Africa. A former Christian Science Monitor correspondent last fall suggested in a letter to The New York Times that American readers would be better served if reporters wrote stories the government did not like and dare Pretoria to boot them out.....Network television news coverage from South Africa declined.....A CBS documentary on South Africa, "Children of Apartheid," was previewed by an independent South African lawyer in November before airing last month. CBS moved cautiously because it feared losing its news bureau in South Africa. The preview raised concerns about the news media bending to expulsion threats by Pretoria.....Zwelonke Sisulu, Nieman fellow and editor of New Nation, a black South African weekly, has been jailed for nearly a year without charges. The government in November threatened the paper with banning, claiming it threatened public safety.....That same month Pretoria censors approved the release of the movie "Cry Freedom," for South African viewers

without cuts or restrictions. "Cry Freedom" is the story of the 1977 death of black consciousness leader Stephen Biko. Journalist Donald Woods reported that Biko died in police custody....."Mandela" (HBO) was another film released this year about the rights struggle in South Africa. More major motion pictures on the fight against apartheid are scheduled this year.....There has been harassment and violence against the press elsewhere in Africa. Last June, Kenya expelled a Washington Post reporter because of unfavorable coverage. In Nigeria, where the military runs the government since a 1983 coup, Newswatch, a weekly newsmagazine, was shut down by the government for months. One of its reporters worked at an American newspaper this summer on a fellowship program. The editor of Newswatch was killed by a letter bomb in late 1986.....Congress and the press overlooked a statement Lt. Col. Oliver North made during the Iran-Contra hearings: that his military service included time in Vietnam and Angola. Michael Marren of Africa Reports Magazine said evidence strongly suggested that people linked to the Iran-Contra diversions also illegally armed South African-backed rebels trying to topple the Marxist government in Angola. Foreign journalists covering the bloody disruption of elections in Haiti in late November dodged bullets and ran from government troops and armed gangs.

National Scene

Gradually, black people are becoming comfortable describing themselves as African-Americans. The ethnicism is creeping into newspaper columns and is heard here and there on black-oriented radio programs. Unity Broadcasting and National Black Network use African-American as a matter of style. "By attaching African-American, you bring in all of our history, not just spawned in the Civil Rights movement," explained a spokeswoman for Unity. "Saying black does not focus on our rainbowness (including Caribbean and Latin-American people). We are more than the definition of a color.".....Another evolutionary word concept: Multiculturalism. Ithaca (N.Y.) Journal Publisher Pam McAlister Johnson defined it several years ago. Multiculturalism is a synthesis of the racial, ethnic and gender differences that together are assets, not liabilities in the workplace. Most newsrooms lack an adequate balance of blacks, Hispanics, Asians, women or people who approach news



Zwelonke Sisulu, editor of
New Nation, South Africa.
[photo by Pam Spaulding.]

with a multicultural understanding, according to proponents like Johnson. A newspaper management program Johnson created two years ago is exposing journalists and managers to the multiculturalism concept.....Syndicated columnist Carl Rowan broke a big story and initiated a big education project: U.S. Supreme Court Justice Thurgood Marshall, in a September exclusive interview rated President Reagan at "the bottom" among 20th Century presidents on issues of racial justice. It is rare for an active Supreme Court justice to criticize the President away from the bench. Rowan's project was rewarding black youth who demonstrated academic excellence in English. He was dismayed by stories of black children resisting standard American English education because of peer pressure that they "sound and act white." Rowan said "it is lunacy to assume that when you use the language of Martin Luther King, Whitney Young and Mary McLeod Bethune you're using 'Whitey's language.' White people don't own the

By Wayne J. Dawkins

compiled from
published reports

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1987 in Review, continued

English language and young blacks ought to understand that.".....Federal Appeals Court Judge A. Leon Higginbotham, author and historian, appealed to black journalists a month before the 200th anniversary of the U.S. Constitution to tell stories about the evolving document and moments in history when people served justice and equality. He encouraged them to refrain from celebrating the history of the slaveholders who excluded blacks, women and Native Americans from drafting the original document.....the University of Missouri Journalism Department was confronted about racism in the classroom. It stemmed from the way a white instructor answered this question by a black colleague: Why few blacks were featured on the campus television station? The reply:

"Do you know any watermelon dealers I should know?" a teacher said. The black instructor brushed off the remark; she had heard worse. But black students protested and said the remark was reflective of a callous attitude at the university. The J-school had faculty members participate in mandatory awareness training.....A group of leading newspaper editors complained last summer that it was difficult to aggressively cover presidential candidate Jesse Jackson because it might ignite charges of racism. The Philadelphia Inquirer's Acel Moore, the only black editor in the group, didn't buy the theory according to an Editor & Publisher account: "In making the exception I think in my book that is not acting...responsibly...not to apply the

standard is more racism." Last fall two lengthy, critical examinations of Jackson were cover stories in U.S. News & World Report and the New York Times Magazine. About a dozen letters from readers of the U.S. News account were mixed: The story was called biased, not critical enough, or enlightening.....Racial Politics in Chicago: Harold Washington, the first black American mayor of Chicago, died suddenly in November, eight months after he was re-elected to a second term. The combative politician often complained bitterly that the white-owned Chicago news media covered his administration with hostility. "You're on the right quest when you talk about parity in media. The media need a shot of adrenaline.

Not to wake up but to be honest," Washington told a national gathering of black journalists in Miami three months before his death.....Two surveys conducted in Boston and Central Florida assessed news media coverage of black people. After examining 3,200 television, radio and newspaper stories, the Boston report said 70 percent of news reports in the white-owned media on two primarily black communities concerned crime or accidents; 85 percent of the stories reinforced negative stereotypes about black communities. In the Orlando, Fla. metropolitan area, a one-month analysis of local television news said most black-oriented stories were about crime (46 percent); politics (24 percent); sports and entertainment (10 and 9 percent). In daily newspapers, most stories were about sports (32 percent); international news (16.5 percent); crime (12 percent) and politics (7.5 percent).

Full-time Teaching Position in Journalism

Tenure-track appointment to teach undergraduate and graduate courses in print journalism, electronic journalism and video documentary. Candidate must have professional experience, terminal degree (MA in Journalism or Ph.D) and a strong commitment to undergraduate teaching in an urban setting. Successful candidate will be expected to coordinate undergraduate journal-

ism program. Send resume and names of three references by Jan. 31, 1988 to: Prof. Stuart Ewen, Chair Department of Communications Hunter College, CUNY 695 Park Avenue New York, N.Y. 10021

An Equal Opportunity-Affirmative Action Employer

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TEMPLE UNIVERSITY

Radio-Television-Film Department

School of Communications & Theater

The expansion of the Radio-Television-Film Department and its role in the implementation of the new University core curriculum offers us the opportunity of adding two additional faculty members. Participation in the new core curriculum will place a premium on expertise in film and video analysis and the communications arts, but applications are invited for tenure track positions combining expertise in documentary film/video production, television production, writing for the

media, broadcast news, communication theory, and mass media studies.

Candidates should have prior professional and/or teaching experience with a commitment to both undergraduate and graduate instruction. Rank and salary for all positions are dependent upon qualifications and experience. Women and minority candidates are encouraged to apply. A letter of application, current resume and names, addresses and phone numbers of three references should be sent to:

Professor Herbert S. Dordick
Chair, Radio-Television-Film Department
Temple University
Philadelphia, Pennsylvania, 19122

Applications must be received by March 1, 1988 for guaranteed consideration.

Black Alumni Network Newsletter

607 E. Church Lane, B-23
Philadelphia, Pa. 19144
(215) 849-2285

Wayne J. Dawkins
Editor

Betty Winston Baye
Senior Editor

Daniel Holly
Esther Iverem
Michelle Johnson
Donna Williams
Contributing Editors

Published Monthly.
Founded by Columbia
Journalism Alumni.

Affirmative Action, Career Opportunity

Arguably, the biggest journalism story of the year involved four black journalists winning an 7-year fight with its mighty employer. A jury found the **New York Daily News** guilty of racial discrimination in its treatment of black journalists. Plaintiffs Dave Hardy, Joan Shepard, Steve Duncan and Causewell Vaughan were awarded \$3.1 million in a settlement. The struggle was fought in federal court and it was the first time a race discrimination suit against a major news organization was contested in the courtroom. The eight-week trial exposed cases of overt racism -- white editors in newswroom of the nation's largest metropolitan newspaper causally referring to "niggers" and "spics" -- and numerous tales of unethical journalism practices. The management team was overhauled at the News and about 10 black journalists have joined the paper since the change, says editor Gil Spencer. About 50 of the newswroom's 425 employees are black and Hispanic, according to the editor....there is a quiet crisis on college campuses. Minority students majoring in journalism declined to 7 percent from 11 percent, according to a study. Educators are not sure what is causing the decline. In the 1980s, college enrollment increased for all racial and ethnic groups, except black students....There is minority fallout in broadcasting. The Radio and Television News Directors Association said the percentage of minorities on broadcast news staff slipped to 13 percent from 15 percent nine years ago. Black men are an endangered species: 400 black men dropped out of radio and television news in the last two years said the news directors

association....**BETTER BUSINESS.** Real Estate newspaper ads in the Washington Metro area were desegregated. Black models were included with white ones. In Atlanta, the **Constitution & Journal** daily newspapers agreed to do business with black vendors. "For years newspapers have just laid in the corner and reported about the community rather than taking part," said the purchasing director. The newspaper's minority purchasing program grew from zero in 1980 to \$1.2 million in 1986. The amount of business is still miniscule but the newspapers say they have difficulty finding minority vendors who sell big-ticket items such as newsprint, ink and capital machinery....Editors of alternative newspapers assembled at a national in the summer and wondered why their staffs have few or no non-white journalists....

Media Ownership

Some big stories in the late 1970s and early 1980s was the death big-city newspapers: The Philadelphia Bulletin; The Washington Star; Cleveland Press and others. This year newspapers large and small were traded at multimillion dollars prices and consolidated in the hands of a few corporations -- a buying spree that didn't miss a beat from 1986.

Meanwhile, network television news took a beating behind the camera: Nearly 1,000 jobs were cut at NBC, CBS, and ABC and labor-management relations were further embittered by strikes by CBS and NBC employees.

In the newspaper purchasing marketplace, 33-year-old William Dean Singleton, owner of small dailies in New Jersey and California, emerged as a press baron. He purchased the Denver Post (227,000 circ.) from Times-Mirror Inc. for \$95 million and the Houston Post (316,000 circ.) from the Toronto Sun Publishing Group for \$150 million. In 1986, Singleton bought The Dallas Times-Herald. All these newspapers were number two in their metro areas and were losing circulation and advertising to the leading newspapers. Singleton's reputation: cutting costs by cutting staff, and paying substandard salaries. The minority hiring record of Singleton-owned papers before his buying spree is

abysmal. At his New Jersey papers, few or no minority journalists are employed...Singleton was also a bidder for the Morristown (N.J.) Record, which serves an affluent corner of North Jersey. The 60,000 circulation paper was sold with a major metro pricetag: \$100 million to Ingersoll Publications, owners of similar size newspapers in the Northeast....Other major acquisitions this year: Hearst Corp. bought the Houston Chronicle (425,000 circ.) for \$400

million. Rupert Murdoch, owner of Fox Television, the new "fourth network," the New York Post and other papers, bought Harper & Row book publishing company for \$300 million....Gannett's USA TODAY celebrated its first profit this year after five years of publishing and \$350 million in losses. The colorful, TV-generation newspaper is the largest general interest paper in the country (1.2 million circulation) and hopes to pay its own way consistently since it is gaining confidence among advertisers....Gannett was also involved in major consolidations this year. On Valentine's Day, it folded the Louisville (Ky.) Times and rolled over staff and circulation to The Louisville Courier-Journal, which circulates statewide. Both papers were owned by the same family when Gannett bought

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New York Daily News plaintiffs and attorneys. From left, attorney Daniel Alterman, Causewell Vaughan, attorney Susan Singer, David Hardy, Steve Duncan, Joan Shepard and attorney Pia Grellegos. [photo by William Croidell.]

1987 in Review, continued

them in 1986. In Detroit, Gannett and Knight-Ridder Inc. are trying to convince the U.S. Attorney General to grant a joint operating agreement for the **Detroit News** (650,000 circ.), purchased by Gannett last year, and **The Free Press** (645,000 circ.) owned by Knight Ridder. The Free Press claims it is a failing newspaper that is losing money and could fold and leave the Detroit area with one daily newspaper. Both companies want federal approval to maintain two newspapers with independent editorial staffs but consolidate the advertising and circulation departments. Skeptics in Detroit, sensitive about the loss of thousands of automotive jobs over the years, suspect the push to get a joint agreement is a ploy to monopolize advertising and subscription pricing. Hearings, which began last summer continue....In television, the **Fairness Doctrine** was dropped by the Federal Communications Commission (FCC) after 20 years, provoking complex debate. Critics as different as consumer advocate Ralph Nader and right wing gadfly Phyllis Schlafly say elimination of the doctrine may discourage television networks from presenting controversial viewpoints. Under the doctrine, networks are required to set aside several hours for non-commercial public service broadcasting. A number of black-oriented public affairs programs resulted from that rule. Proponents say the doctrine is no longer necessary because there are numerous broadcast outlets on the airwaves: network, independent and cable television, a.m. and f.m. radio, unlike the limited number of channels decades ago. Furthermore, the doctrine licenses the electronic news media, unlike print journalism. Congress is trying to pass the Fairness Doctrine as law....

Black Press & Media

Nineteen-eighty-seven was the 160th anniversary of the founding of **Freedom's Journal** in New York by John Russwurm and Samuel Cornish....Last month in Chicago, **Third World Press** celebrated its 20th anniversary. Publisher Haki Madhubuti Third World has published 120 titles and about 2 million volumes since 1967, including work by Pulitzer Prize winner and poet laureate Gwendolyn Brooks and historian Chancellor Williams, author of "The Destruction of Black Civilization."....The **Norfolk Journal and Guide**, an 87-year-old black-owned weekly newspaper (25,000 circ.), fell on hard financial times. It laid off most of its staff according to published reports and faced Internal Revenue Service efforts to sell its assets to pay back taxes. The paper was about \$200,000 in



Journalists covering the aborted Haiti elections flee from gunfire. [Associated Press photo.]

debt....New York City Police monitored broadcasts of black-owned **WLIB** talkradio to learn about street demonstrations. When the practice was exposed, police officials said their actions would end....In the fall the National Association of **Black Owned Broadcasters** pressured Procter & Gamble, the nation's leading advertiser, to sell a more equitable share of advertising to black-owned media. The broadcasters group says black people spend \$1 billion a year on P&G products and the company spends 1 percent of its advertising with black media....**Ebony Man** (EM) magazine, a monthly by Johnson

Publishing Co. completed its first full year. Issues published in the first half of the year were an eclectic mix of fashion, grooming and fitness with a healthy serving of features touching social, cultural and political issues. However, following a shakeup that resulted in the magazine operations being pulled from New York back to the home office in Chicago, the magazine substituted more entertainment features and less serious writing....In February the black-owned **Syndicated Writers and Artists**

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B.A.N. PEOPLE

Best wishes to Diane H. Jones, '84. She and Jesse N. Randall Jr. married last September. Diane works in editorial research at Reader's Digest. She is a member of the executive committee of the J-school alumni

association.....Kenneth M. Jones, '81, is the new editor of Class magazine. We was a writer/editor at EBONY MAN (EM) in New York until EM's operation moved to Chicago last summer.....Michelle

Johnson, '82, was promoted to assistant night editor of The Boston Globe. This year she will work as assistant political editor on the paper's 1988 presidential campaign coverage. Previously, Michelle was an editor of The Globe's new New Hampshire edition.....Patrice Wagner, '85, was one of 10 New Yorkers to receive 1987-88 Charles H. Revson fellowships at Columbia University. The fellows design their own academic and research programs to help develop abilities and effectiveness in their respective fields. The fellows receive a \$14,000 stipend and free tuition for the school year. Patrice

is an instructor in New York's Young Adult Learning Academy, where she teaches and counsels 16- to 24-year-old high school dropouts.....Linda R. Prout, '82, free-lance writer and former Newsweek correspondent, reported on the aborted Haiti elections last fall for the Long Island newspaper Newsday. Linda is based in Miami.....Kudos to Dell Omega Grant, '84. She edited the souvenir book for the smashing successful 10th anniversary New York Association of Black Journalists awards & scholarship program in December.....COIF CONFUSION: ".....Around me the natural forest also decreased. Afros were replaced by new hairdos -- Jheri curls, cornrows, Carefree curls, extensions and weaves; shelves were full of new hair care products -- light relaxers and mousses, styling gels. In the 1980s, "Do your own thing" became the dominant principle for hair in the African-American community. Once again, it's hard to tell us from them." -- from "Enough to Curl Your Hair" by Jill Nelson, '80, in The Washington Post magazine (Dec. 1987).

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Dear Reader:

Your subscription renewal date now appears in the right corner of your mailing sticker (i.e., if it reads 6.88, renewal date is June 1988.) If you mailed your subscription but received a notice, our mail must have crossed. Please accept our thanks and apologies for the unnecessary reminder.

1987 in Review, continued

(Indianapolis) released a package of comic strips, editorial cartoons and columns geared to Afro-American History Month.....

People: Achievements, in Memorium

One month separated the deaths of two powerful Afro-American writers: James Baldwin, 63, and John Oliver Killens, 71. Baldwin's literary fire was an eloquent weapon during the civil rights era. Killens founded the Harlem Writers Guild, whose early members included Douglas Turner Ward, Ossie Davis, Maya Angelou, Paule Marshall and John Henry Clark.....Over the years, Black History calendars featured inventors, educators, statesmen, sports heroes and others, people whose lives were chronicled by

journalists. In 1987 journalists were recognized. Jamaican-born artist Bryan McFarlane painted a dozen oil portraits outstanding black journalists past and present for the "Gallery of Greats" sponsored by Miller Brewing Co. An oversized calendar has reproductions of the paintings with lengthy biographies of the legends. The are John Russwurm (1799-1851); T. Thomas Fortune (1856-1928); William Monroe Trotter (1871-1934); Ida B. Wells-Barnett (1861-1931); Samuel Lacy

(1903-); Malvin Goode (1908-); Ethel Payne (1911-); Gordon Parks (1912-); William Raspberry (1935-); Robert Maynard (1937-); Clarice Tinsley (1953-); and Charlayne Hunter-Gault (1942-).....Roger Wilkins was elected 1987-88 chairman of the Pulitzer Prize Board. Wilkins has been a board member since 1979. He was a former associate editor of the Washington Star and prior to that assistant U.S. attorney general in the 1960s. Wilkins is currently a senior fellow of the Institute for Policy Studies in Washington.....Promotions, new assignments: Karen Howze to editor of the international edition of USA TODAY, from managing editor, systems; Robert McGruder to managing editor of the Detroit Free Press; Albert Fitzpatrick to assistant vice president, minority affairs, Knight-Ridder, from director; Curtis Riddle to assistant to the publisher, Cincinnati Enquirer, from managing editor; Jay T. Harris to a vice president, Philadelphia Newspapers, in addition to duties as executive editor, Philadelphia Daily News; Monte Trammner to publisher, The Saratogan (Saratoga Springs, N.Y.), from assistant to the publisher; William Hilliard to editor of The Oregonian (Portland); Ronald Townsend to president and general manager WUSA-TV (CBS), Washington, from vice president; John L. Dotson to publisher,

Boulder (Colo.) Daily Camera, from night news manager, Philadelphia Newspapers; Alice Bonner to coordinator news & information, Gannett Co. Inc., from The Washington Post.....Pamela Hollie, former New York Times correspondent, is director of the Bagehot Fellowship Program for business journalism at Columbia University School of Journalism.....columns by Clarence Page of The Chicago Tribune began syndication in June.....Former Washington Times columnist Lawrence Wade began independent syndication of his work.....John H. Johnson was recognized with a lifetime achievement award from the National Association of Black Journalists; he was Black Enterprise magazine's Entrepreneur of the Decade and Johnson received the annual award from the Delacorte Center of Columbia University for excellence in magazine publishing.....Andrew W. Cooper, publisher of The City Sun (Brooklyn, N.Y.) was NABJ Journalist of the Year.....DeWayne Wickham, Gannett News Service columnist, was elected president of NABJ for 1987-89.

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J-minority applications up at Columbia

The number of racial minorities applying to Columbia University Graduate School of Journalism for the upcoming school year surpassed the number of applicants who applied a year ago.

The latest numbers surprised the school placement director. Last October's stock market crash was expected to discourage many applicants.

"This is extraordinary,

considering the financial uncertainties," says Marianne Shearer, director of placement. "I expected the numbers to go down with people reticent about taking out large loans."

Of 710 applications received by the J-school late last month, 113, or 16 percent, came from blacks, Hispanics and Asians. A year ago the J-school received 714 applications --

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It is Job Fair Season ...

Newsroom Diversity: How Much Progress?

The American Society of Newspaper Editors (ASNE) sponsored 15 job fairs around the nation in 1987-88. At a recent fair in Philadelphia, Denise Johnson of ASNE said in the last year:

17% of first time hires were minorities.
25% of internships went to minorities.
13% of 3,600 of black, Hispanic and Asian journalists at daily newspapers are in management. Nevertheless,

Only 6.5 percent of daily newsroom employees are minorities. ASNE's goal is to have newsrooms by the year 2000 reflect America's racial diversity (about 25 percent minorities).

Mixed Media: Notes & Comment

Vernon Jarrett under fire

Chicago Sun-Times columnist Vernon Jarrett caught flak when he attacked the credibility of Eugene Sawyer, the man selected by the city's aldermen to finish the term of Chicago's first black Mayor, Harold Washington, who died in December. Sawyer is also black, but in an emotional speech at Washington's memorial service, Jarrett suggested that Sawyer was as bad or worse for blacks

as white aldermen who waged a divisive political war with Washington for four years. Ed Vrdolyak, ringleader of the anti-Washington forces, called Jarrett's remarks inflammatory and urged people to complain to his employer. A thousand calls lit up the Sun-Times' switchboard. Publisher Robert Page printed a front page explanation stating that Jarrett's remarks did not represent the view of Sun-Times management. Some fellow Chicago journalists criticized Jarrett for

being too close to the late mayor. However, observers like Washington, D.C.-based columnist DeWayne Wickham rushed to Jarrett's defense. "His (Jarrett's) opinions and editorial positions have a sharp edge which cut deeply into the soft underbelly of his detractors," said Wickham in a letter to the publisher.

"Jimmy the Greek"

It took only 30 seconds

on television news. CBS sportscaster Jimmy (the Greek) Snyder self-destructed last month. It was a replay of the Al Campanis embarrassment (blacks lack the "necessities" to manage, they're less bouyant...) last spring. On the anniversary of Martin Luther King Jr.'s birth, a Washington television reporter asked Snyder to comment on efforts to hire and promote blacks into professional sports management. He said if blacks "take over coaching jobs like everybody wants

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Local chapter experiences convention burnout and its devastating effects

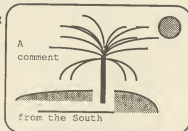
By Dan Holly

MIAMI -- The decline of the South Florida Association of Black Journalists (SFABJ) after the 1987 NABJ Convention -- a decline equivalent to a bustling city being leveled to the ground by a nuclear bomb -- shows the growing need for the choice of convention planning to be taken off the shoulders of local chapters, said NABJ President DeWayne Wickham.

"Every year, the convention becomes a more difficult proposition," Wickham said recently. "It's putting a greater demand on locals...the stress and strain that convention management puts on them are unbelievable, and that problem needs to be addressed by the NABJ."

Post-convention doldrums are nothing new.

They were evident as early as the second national convention in Baltimore in 1977. Only 300 people attended that convention; about 1,400 came to last August's convention in Miami.



Wickham and others want to increase the NABJ's paid, full-time staff (currently, there are three people.) Such proposals are not new. But increased convention revenues, more fund-raisers and other sources, make proposals easier to carry out, Wickham said.

"Within one to three years, we should be able to

do a major part of the convention out of the national office," he said.

The demise of the South Florida chapter was perhaps, the most severe ever. It had about 30 members and about half of them regularly attended meetings leading up to the August convention. After the event, it did not meet until December. Only six people showed.

Last month, the chapter met to discuss its future [editors' note: after writing this article, the writer was elected interim president].

The chapter's decline was attended by two special circumstances:

* It has lost many of its officers to greener pastures. Among them leaving are NABJ regional director Mike McQueen (to USA TODAY) and SFABJ

President Jean Thompson (to The Baltimore Sun). McQueen and Thompson were the convention co-chairmen.

* Black journalists from Palm Beach County, about 40 miles north of Miami, formed their own chapter. Previously, the SFABJ encompassed Dade (which includes Miami), Broward and Palm Beach counties.

But those developments do not fully explain the chapter's decline. Other reasons cited by members echo those given by other chapters hit by post-convention doldrums: burn-out, animosity left over from squabbles and rivalries that surfaced during convention planning, and a feeling that almost any activity following a convention is anti-climatic.

But the SFABJ's revival could be helped by new blood; there are several new black journalists at The Miami Herald and the Fort Lauderdale Sun-Sentinel.

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JOBLINE

At least two college journalism departments are looking for minority faculty. Write or call for information.....Nashville Pride is a new black weekly newspaper about to be launched in that city. The newspaper needs an editor and a staff writer. Contact Cynthia Hodge, (615) 356-7246 or 327-6297.....WJBK-TV, Detroit, has an opening for a news graphics designer/artist to create news graphics for the 5 p.m. and 11 p.m. newscasts. A degree in design is preferred. Applicants must have knowledge of illustration, color, typography, composition, layout and animation. To apply, contact design manager Magda Saina, (313) 557-2000.....The Detroit Free Press has openings for a reporter for its Canada bureau, temporary regional reporter in its Washington bureau, assistant business editor and real estate/development writer. Contact Kathy Warbelow (313) 222-6490.....Frontline, WGBH-TV, Boston, has an opening for a promotions supervisor to assist with the coordination of Frontline promotions and general publicity. Candidates must have experience as a publicist or public relations representative. Previous exposure to broadcasting, knowledge of the

Public Broadcasting System preferred, strong writing skills required. College degree not necessary. Salary \$23,700-30,500. Send resume to: Frontline/WGBH, attention Chris Connors, 125 Western Ave., Boston, Mass. 02134.....The Gloucester (Mass.) Daily Times has openings for a general assignment and a city hall reporter. Contact Sharon Kankole (617) 546-1490 or 283-7000, ext. 447.....

B.A.N. PEOPLE

Frank Leon McCoy, '86, joined the staff of Business Week magazine. He is covering corporations in New York and New Jersey.....Caroline V. Clarke, '87, is a reporter at the North Jersey Herald & News in Passaic, N.J. Classmate Allyson Moore is an intern at the Virginian-Pilot (Norfolk-Virginia Beach).....Lynne Duke, '85, goes to The Washington Post as a reporter from The Miami Herald.....

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NABJ in L.A.

The winter National Association of Black Journalists board meeting is Feb. 26-28 at the Hilton Towers in Los Angeles. The last national board meeting on the West Coast was 1984 in Oakland. Anticipated business: selection of the 1988

summer interns, planning for the August national convention in St. Louis, progress on upcoming spring regional conferences. Also, a half-dozen new committees (i.e. Media Watch and Kerner Commission Task Force) are to participate. For information call 703-648-1270...Laura Boyce, formerly of Newsfeed Network in Philadelphia, is NABJ's new program director. One of her responsibilities is to run the computerized job bank, which is to begin functioning very soon. Boyce will work out of the national office in Reston, Va.

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J-Applications, Con't

94, or 13 percent, were from minorities.

A big if remains, says Shearer. How many students, who are accepted for school admission, will attend?

Tuition for the current school year is \$12,000 and estimated living expenses are \$8,000. Since 1980, J-school tuition has increased at the rate of about \$1,000 a year. Financial aid has not kept pace with rising school costs, say school

administrators. Shearer says that the maximum students can borrow for a

federal Guaranteed Student Loan (GSL) is \$7,500. Also, the average student financial aid award from the J-school ranges from \$3,000 to \$5,000.

Says Shearer "students will be expected to take out large loans."

The deadline for applications for the 1988-89 school year has passed.

The school will send admission letters to students in April and those students must return a non-refundable deposit in May.

Shearer says that to ensure a 180-member class for each school year, about 200 deposits are necessary.

Since 1980, racial minorities have made up about 20 percent of most J-school classes. In a couple isolated years, there was some sharp drops in

minority representation. There have been some exceptions, however. In the 1986-87 school year, for example, there was only one black male in the 180-student class.

Nationally, there have been numerous reports about declining black enrollment in colleges and graduate schools. Economic hardship has been identified as a major contributor to the dilemma.

-- Wayne J. Dawkins

Mixed Media, Con't

them to, there's not going to be anything left for white people."

The more he spoke, the worse it became. Jimmy the Greek turned social Darwinist: Black athletes are better than white athletes because they were bred that way, dating to the antebellum South.

CBS swiftly fired Snyder and the sportscaster immediately apologized

for what he said.

Apparently his ignorant views were not laced with malice. What's disturbing about what Snyder said is his views may be reflective of the way a lot of whites think of blacks.

The high court view of college journalism

A number of editorials

sided with the adults in last month's U.S. Supreme Court ruling that gives school officials broad powers to censor student publications. The case was based on a high school in Missouri where the student journalists wanted to publish stories on controversial topics, such as teen-age pregnancy, birth control and children of divorce. The student's ideas were thoughtful, but

their execution was clumsy. After all, the students were beginners. Adults should nurture creative and inquisitive student journalists and instill discipline, such as the importance of rewriting and vigorous editing. The tragedy would be school officials interpreting the court decision as an excuse to reject student first drafts out of hand.

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Careers Issue

NABJ Growth:
more members,
chapters,
interns (pg. 2)

Volume VIII, Number 4

April 1988

Journalism success: dedication to craft, flexibility, the keys

Four journalists interviewed for our 1988 careers issue have a total of 60 years' experience. They entered the profession via different doors, and while luck was sometimes a factor in the opportunities that came their way, they generally agreed that there is no substitute for hard work. Betty Winston Baye asked these distinguished journalists to recollect their earliest days in the business and to pass a bit of advice, which we hope will be useful to those just entering the field as well as to those already in it.

MARILYN MILLOY is chief of the Atlanta Bureau of Newsday. Her journalism career officially took off in 1979 when she was hired by The Miami Herald's Broward County Bureau. Her assignment was to cover the suburban communities around Ft. Lauderdale.

"It was my first job and it just happened to be at one of the

country's larger newspapers," she said. "There were a lot of good people there and I think I was a bit awed. When you're brand new, you spend so much of your time just feeling your way around. My very first assignment was covering a very controversial local meeting where I actually had to call in a story. That was absolutely the most frightening thing in my life. I remember my editors kind of guiding me."

She has since covered a variety of topics and the 1984 and 1988 presidential campaigns. Even then, Milloy said: "I had a particular interest in black folks and tended to gravitate toward black-oriented stories and stories that nobody else at the newspaper was doing. I did stories that ended up being big hits."

Those stories gained Milloy the attention, freedom and respect that new reporters rarely get. "I was given some leeway and didn't have to be strictly confined to those local communities," she said.

Milloy advises newcomers to try to stay focused and learn the craft.

"Absorb yourself in the mechanics of journalism," she said. "On the surface it may seem self-evident, but I think a lot of people approach journalism with some other things in mind. They think of bylines or approach it just as a job."

Milloy added: "There is a lot that black people can do with this craft if they really learn how to do it. We have a lot to offer and we, more than anybody, need to be effecting change. But we can't be effective if we first don't know how to do the craft. You've got to learn to report and write.

"Absorb yourself in the mechanics of journalism. On the surface it may seem self-evident, but many people approach journalism with other things in mind."

-- Marilyn Milloy

You've got to read other writers and read how accomplished writers do their jobs -- literary writers, skilled reporters, and people known for their reporting skills."

Back in late 1978, DEBORAH TANG was looking for a job in sales. Her search took her to KXAS-TV in Dallas/Fort Worth, where an interview for one job turned into the opportunity for another, which kicked off her career in television. Not in front of the camera, but behind it.

Ten years ago, Tang said all she knew about television "was how to turn it on and turn it off." But Tang, who now is executive producer for Black Entertainment Television (BET), had several other things going for her.

"I had good organizational skills," she said. "I had good presence, and I have a take-charge personality. I was not intimidated being in that environment. I was inquisitive, but not intimidated. I had a lot of self-confidence and I think that came from the other things I brought to the job."

Tang's qualities so impressed Charlie Rose, who was then the station's program director, that he hired her as a production secretary even though she didn't know how to type.

"He told me that was O.K. because he'd teach me everything I needed to know," Tang said

with a laugh. "He said he'd get Kelly Girls to type for me. Three months later I got my first on-air credit as a producer, and I've been working in that role ever since."

Like today's entry-level media jobs, Tang's starting salary was low.

When Rose left Dallas to launch a national syndicated talk show in Washington, D.C., Tang was the only member of his old crew he took with him.

"I have no regrets in terms of taking that first position," Tang said. "It's been exciting since day one. I've never been bored and whenever I looked up and thought I was bored, I got a new job."

Anyone interested in a career in media, Tang said, "must have perseverance." To those interested in television, she advises: "Make a commitment to go to the smallest market if you have to -- the 225th market and work your way back to the top markets. That will give you a better chance to do what you want to do later on." Tang said that getting a "PhD in television" requires at least a five-year commitment.

"You don't start in New York, Chicago or L.A.," she said. "People in television have to die before you get a job. So, you've got to find somewhere to work until they die." The reward of laboring in a smaller market means, Tang said, that by the time the TV journalists hit their late 20's or early 30's, they can "literally reach out and grab the brass ring."

There aren't many jobs that FLETCHER J. CLARKE hasn't held during his 26 years in the newspaper business. And now that most of the nation's newsrooms are computerized, Clarke's first job technically doesn't exist anymore.

He began as a copy boy at the Philadelphia Evening Bulletin, his hometown paper, which closed

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Continued on Page 3

NABJ Chooses 13 Summer Interns

LOS ANGELES -- The National Association of Black Journalists (NABJ) continues to expand programs to help students enter the news business.

At the winter board of directors meeting Feb. 26 to 28, NABJ announced 13 winners of summer internships.

The number of students more than quadrupled the number of summer interns last year. The student journalists will work at daily newspapers and television and radio stations.

News organizations that agreed to sponsor students include: The Boston Globe; Portland Oregonian; Westchester Rockland (N.Y.) Newspapers; WBAL-TV Baltimore; BET (Black Entertainment Television); WTAE-TV Pittsburgh; and WMAL-radio, Washington.

About 50 students applied for internships. Meanwhile, NABJ's scholarship committee received nearly 500 requests for applications from students by the end of February.

The heavy volume was attributed to teams of journalists visiting dozens of colleges to make students aware of the program.

Also, the committee initiated 30- and 60-second public service announcements on Dallas-based Satellite Music Network. The announcements are to run through the application deadline of March 31.

At least eight \$2,500 scholarships are to be awarded to college students.

Other highlights from the NABJ board meeting:

The Oct. 19 stock market crash eroded NABJ's treasury. The value of organization investments declined \$50,000, or about 17 percent of nearly \$459,000 invested. The losses were paper losses, however, and NABJ expects to recover much of the value of the notes.

* At a reception for NABJ's board that was sponsored by the Los Angeles Times, there was groping silence when Times publisher Tom Johnson

told the group that of 1,206 newsroom employees, 33 (2.7 percent) are black. "Did he really want to let us know this?" some board members whispered among themselves.

"The numbers indicate we must do better," said the publisher.

* The board voted to request a meeting with the heads of ABC, NBC and CBS. NABJ's media monitoring committee said two television networks declined to answer a questionnaire it sent about the number of black journalists they employ.

* NABJ approved professional affiliate chapters in Denver, Seattle and Birmingham, Ala. Student chapters at Eastern Illinois University and Texas Women's University were also approved. NABJ now has 23 professional and 13 student chapters.

Membership grew 18 percent since last August's national convention in Miami. There are nearly 1,000 full, associate and student

Regional conference roundup

Region II (Northeast): **May 20-21, Rochester, N.Y.**, Monroe Community College. Contact Richard Prince, 716-255-2414.

Region V (South): **April 15-17, Charlotte, N.C.**, Adams Mark Hotel. Contact Sidmel Estes-Sumpter, 404-575-0174.

Regions VI & VIII (Midwest): **April 15-17, Chicago**, Hilton Towers. Contact Lynn Norment, 312-322-9261.

Region VII (Southwest): **June 17-18, New Orleans**, Hilton Hotel. Contact John Hanson, 512-471-9260.

Regions IX & X (Rockies & West Coast): **May 27-29, San Diego**. Contact Anasa Briggs, 619-265-6510.

Conferences in the **New England and Mid-Atlantic** regions to be announced.

Continued

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Donna Williams
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Published Monthly.
Founded by Columbia
Journalism Alumni.
(1980 -)

members.

From April 1 to June 1 there will be a drive to attract new members. Affiliate chapters that attract the largest percentage of new members will receive financial rebates.

* Planning continued for the national convention in St Louis, Aug. 24-25.

-- WAYNE J. DAWKINS

Jobline

Business Week is looking for an aggressive, young reporter with superior writing skills for an entry-level, general assignment position. Duties include coverage of Washington metropolitan-area business, hearings and briefings on Capitol Hill and at agencies and development of enterprise stories. Salary: low 20s. Contact Stan Crock, news editor, Business Week Washington Bureau, Suite 1200, 1120 Vermont Ave. NW, Washington, D.C. 20005. Or call (202)463-1626...WDIV-TV 4 Detroit, is looking for an assignment editor. Duties include dispatching reporters and crews, setting up news stories by telephone, assisting in daily and long-term coverage planning. Contact personnel department, WDIV-TV, 550 W. Lafayette, Detroit, Mich. 48231. Or call (313)222-0444. Frontline, WGBH-TV, Boston, is looking for a promotions supervisor. Salary \$23,700-\$30,500. Send resume to Chris Connors, Frontline/WGBH, 125 Western Ave., Boston, Mass. 02134...The Asbury Park Press (circ. 140,000 daily, 205,000 Sunday) is looking for a night copy editor. Will consider person with desk experience or entry level candidate with exceptional potential. Experience with pagination desirable. Newspaper circulates in Monmouth and Ocean counties in Central New Jersey and the Jersey shore. Contact Pete Donoghue, deputy managing editor, 1-800-822-9770.

B.A.N. People

MOVED AGAIN: After 13 months, James McBride, '80, parted The Washington Post Style section recently for a flat in Brooklyn's Fort Greene. He'll play jazz saxophone and free-lance. He said he left because he didn't want to lose his love of writing (or sanity) in the tense, politicized, hysterical atmosphere of The Post. The past eight years McBride has worked at PEOPLE, US/Rolling Stone, The Boston Globe, and the Wilmington News Journal...Oliveria Perkins, '87, reporter to the Hartford Courant from the Sarasota (Fla.) Herald-Tribune...the smashingly successful NABJ summer internship program was directed by chairwoman Betty Winston Baye, '80. Last month the Louisville Courier-Journal asst. city editor was a guest instructor at the Poynter Institute for Media Studies in St. Petersburg, Fla. She led a session called "the editor as collaborator," ways to forge better communication (and less enmity) between reporters and city editors...Wayne J. Dawkins, '80 moved to editorial writer, from reporter, at the Courier-Post (Camden, N.J.). He's part of a four-member board who write editorials, edit letters and op-ed columns...Allison France, '85, was among several newpeople who spoke at a careers panel at the J-school March 7...Miami-based ABC-TV newsmen Paul Mason, '82, says things are well with him. "Much travel - Central America, politics, etc. - but I seem to thrive on it"...Norman Buchanan, '80, we're told, is in Africa doing reports for (Christian Science) Monitor broadcasting...

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Journalism success/con't

in 1981. Back then, reporters used paper and manual typewriters and copy boys, (sometimes copy girls) were needed to walk, and sometimes run copy from reporters to editors.

They had other responsibilities too. In Clarke's case, he said: "I was a gofer. I'd go to the pressroom and get papers. I got coffee for the ranking editors." In September 1962, Clarke was promoted to a cub reporter.

Clarke, who in January 1988 became the national editor of The Courier-Journal in Louisville, is living proof that success in journalism may require the willingness to move when opportunity knocks.

Since his days as a cub reporter, Clarke's career, much of it spent with Gannett, has moved uphill and sometimes, sideways. In 1973, he moved to Rochester, N.Y. where he was a copy editor at the Democrat & Chronicle. In time, he'd become the newspaper's assistant city editor and make-up editor. In 1974 Clarke moved on to become night copy editor at Gannett News Service in Rochester. In 1977, it was on to Niagara Falls, N.Y., where he was named acting news editor at The Niagara Gazette. Later, he became the Gazette's managing editor. July 1980 found Clarke in Camden, N.J., where he was wire editor for the Courier-Post. Two years later, he packed again and went to Washington, D.C., to be page one editor for USA TODAY. He subsequently held several editing posts there. In 1984 he returned to the Gannett News Service, this time in

"Don't start in N.Y., Chi. or L.A. People in TV have to die before you get a job...The reward of laboring in smaller markets mean, in time, you can literally reach out and grab the brass ring."

-- Deborah Tang

Washington, D.C., as the general news editor. In June 1986, Clarke was named business editor of the news service, a position he held until moving to Louisville.

Over the years, Clarke has shared his expertise with aspiring journalists. In 1972, he was deputy administrator of the Summer Program for Minority Journalists at Columbia

University; he had been a student in the program two years earlier. He has also been a visiting editor at Howard University, at Clark College in Atlanta and at the University of Kansas.

He offers this advice to those coming behind him: "Make journalism a minor. Major in English, history or business administration. Study law. All of

Continued on Page 4

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Journalism success/con't

these things give you a better background than simply concentrating on journalism. I think editors today continue to look for well-rounded people rather than specialists."

Most journalists are going to have to be generalists early in their careers, Clark said. "You may have to do anything from covering the police beat to covering community meetings to covering an occasional zoning board hearing or a funeral." Clarke also said he advises people interested in journalism to find mentors. "Take advantage of all the veteran journalists around you who are willing to share information and help you in your career."

During her almost 15 years in journalism, CARMEN FIELDS, co-anchor of the 10 O'clock News at WGBH-TV Boston (PBS), has gone from television to print and back. A recent Neiman Fellow at Harvard University, Fields until recently combined her television career with teaching chores at Northeastern University. She's also been active in the National Association of Black Journalists and for the last seven years has represented black journalists as NABJ's regional director in New England.

Fields career began in Missouri. A Tulsa, Okla. native, She majored in print journalism at Lincoln (Mo.) University. Her



Carmen Fields, anchorwoman, WGBH-TV (PBS)

first job out of college was as a reporter at KRCG-TV in Jefferson City.

"That stands out in my mind because it was like learning a whole new area," Fields said. "All my experience and training had been oriented toward print, and I was having to rethink all the training as it applied to words and pictures."

Fields said she had mixed feelings of "anxiety and excitement" when she was hired because KRCG was a small, non-union station where besides doing their own reporting and

writing, reporters had to take their own film (it was before video), process and sometimes edit it.

"That was a lot to deal with just out of college," Fields said. "But on the other hand, it was a tremendous experience being able to have complete control of your product from beginning to end."

Fields said that despite all the work, she didn't "hate" her first job.

"I was just grateful to be just out of college and working in my field," she said. "Some of my friends, not necessarily journalists, had to take receptionist jobs. There weren't able to go right out of college into their fields."

After spending some time in television, Fields decided to go to graduate school. Her choice was Boston University, and because of her TV experience, she decided to major in broadcasting.

"I stepped out the door with my master's ready to give Barbara Walters a run for the money," Fields said. "But there wasn't anything happening. They weren't clamoring at my door, so I applied to newspapers just to cover all the bases."

Fields was eventually hired by The Boston Globe. She said she spent seven happy years at the newspaper doing a lot of thinkings, including being a reporter, an editorial writer and an assistant city editor. She was incidentally, The Globe's first

black assistant city editor.

Her opportunity to slide back into TV came unexpectedly.

"I was very happy at the newspaper," she said. "I enjoyed what I was doing and then there came this out-of-the-blue backdoor opportunity, and I said, why don't we give it (TV) another try."

"The moral of my story," Fields said, "is that it's hard to plan. But you've got to be prepared because you've got to be ready to go with the flow."

Fields' advice to journalists is that they should always be prepared "to accept any opportunities that come your way. They may not be exactly what you had them written to be in your personal book, but there's always room to progress and grow. You've got to learn early on that you don't have to be locked into anything for the rest of your life."

Fields said there is one sure key to success: "You have to believe in yourself. You have to believe that you can do it even when other people are telling you that you can't."

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J-alumni say no to merger with three other colleges

At least 200 Columbia University journalism alumni who have written to the university since the fall are overwhelming against a proposal to merge the J-school with three other colleges, said the president of the journalism alumni association.

In a telephone interview last month, Gerald Nagel

"If it ain't broken, don't fix it."

said the tone of letters from alumni was "if it ain't broken don't fix it."

The proposal is to merge the journalism school with Columbia's colleges of Fine

Arts, Architecture and Library Science. The four small colleges would be supervised by a "super dean" who would report to Columbia University President Michael I. Sovern.

This plan is part of a "strategies of renewal" report issued last fall that proposes a restructuring of

the university.

Nagel said most letter writers feared that a consolidation would strip the J-school of its independence and weaken its identity. Letters poured in from around the nation and overseas and represented the full spectrum of alumni, said Nagel.

A decision on the proposed merger had not been announced.

Magazine's broad vision of Afro-Americana grows

By Robyn-Denise Yourse

WASHINGTON -- With the first three years of American Visions now behind him, publisher Gary Puckrein's concept of creating a magazine for "upscale Afro-Americans about culture" is right on track.

"I thought that a more intellectual black magazine was needed," said Puckrein, an associate professor of history at Rutgers University in New Jersey who planned American Visions during his tenure as a Smithsonian fellow. "We provide the intellectualism that you don't see in other popular black publications, but our appeal is more broad-based than the ideas expressed in scholarly black journals."

The magazine, which is published six times a year

from the former home of Frederick Douglass, features in-depth presentations of little-known aspects of Afro-American culture.

A recent issue spotlighting the black presence in early classical civilizations also included an update on the Southern Coalition of Educational Equity and its effort to revitalize educational opportunities for black students in an impoverished New Orleans neighborhood. There was also a report analyzing the trends among students at historically black colleges also was featured.

While Puckrein says the Smithsonian Institution does not directly finance American Visions, the Smithsonian is listed as one of the magazine's major

Continued on Page 2



Identifying a Pan-Afro-American community

By Marian Douglas
MINNEAPOLIS -- On May 13, many black journalists will probably "sleep" through an important date in the history of Afro-American people. This makes me grieve.

In 1888, the parliament of Brazil met and removed the cancer of African slavery from the body of Brazilian law. Brazil was the last nation in the Western Hemisphere to concede legal freedom to our people.

In Brazil, opponents of the immediate abolition of black slavery proposed a more "gradual" process of freeing "us." That method, documented in Brazilian history, called for maintaining blacks as slaves until the 1930s.

When I think of the world view of many of us as U.S. blacks, I think of that famous map depicting *The New Yorker's* view of the world. The map shows plenty of detail of the main features of Manhattan, then shows New Jersey as an insignificant sliver, and after that there isn't much before the world ends in Los Angeles, throwing in a few foreign countries that "exist."

What is the world view of U.S. blacks? Does

it consist of Chicago, New York, Detroit, Washington, D.C. and little else? Not enough of us envision that the Afro-American diaspora extends far

Commentary

beyond the borders of the United States. And because we do not know this, we think and communicate only partially about the Afro-American experience in the Western Hemisphere.

Too few of us know, for example, that the largest population of people of African descent outside Africa is not in the United States, but in Brazil.

Those of us who visit the Schomburg Museum in New York may do so without knowing that its founder and namesake, Arthuro Schomburg, was from Puerto Rico. We envision and think of only a fragment of the Afro-American past, present and importantly, future.

Where are these black people who live in the Afro-American diaspora? In Mexico, Venezuela, Colombia, Panama, throughout the hemisphere.

Although we in the U.S. are closer to Bogota or Buenos

Aires, we too often know more about the black struggle in South Africa, ignoring our proximity in history and geography to the former.

I have adjusted my vision of Afro-America. Now when I think of Afro-America, I think of Raleigh and Recife; Chicago and Caracas; Montgomery and Medellin; Birmingham and Barranquilla; Vicksburg and Veracruz; Peoria and Ponce.

When I think of Afro-America, I think of my friends and now, my family too. Lillian, Margarita and Angela from Puerto Rico, Delseta from Jamaica, and my new sister-in-law, Ana, from Costa Rica.

Leslie Rout died last year, but not before helping expand the Afro-American world view. He was a jazz musician, a black Chicagoan, when Joseph Kennedy Sr. made it possible for him to tour Latin America as part of a musical group in the early 1960s. Before his death last year, he told me that visit changed his life. Rout wrote a book, "The African Experience in Spanish America (1976, Cambridge University Press)." He wrote about the present as

"When I think of Afro-America, I think of Raleigh and Recife; Chicago and Caracas; Montgomery and Medellin; Birmingham and Barranquilla; Vicksburg and Veracruz; Peoria and Ponce."

well as the past of Afro-Latin Americans, and he makes a final, valuable suggestion -- that a Pan-Afro-American conference be convened -- the realization of which remains, for the time being, in our future.

Perhaps if we as journalists are willing to expand our hemispheric world view, each of us will help to move Leslie Rout's idea closer to the top of the Afro-American agenda.

The writer is a graduate student at the University of Minnesota.

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Editor

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Published Monthly.
Founded by Columbia
Journalism Alumni.
(1980 -)

American Visions/Con't

supporters, along with Rutgers University, the Xerox Corporation and the Philip L. Graham Fund, a subsidiary of The Washington Post Company.

Puckrein said he considers American Visions to be a national publication, and hopes it

will become to Washington "what Ebony magazine has become to Chicago and what Essence has become to New York." He said plans were already underway to create a regional editorial section.

The magazine has a readership of about 100,000 per issue (1 million for the annual King

commemorative issue) is much smaller than Ebony or Essence. But for Puckrein, it's the substance that counts.

"We are still growing, although we are not a new magazine anymore," he said. "However, we would like to continue to raise the level of consciousness of our readers."

from The WABJ
Newsletter

Jobline

The Detroit Free Press has openings for copy editors on its news and features desks. It is also looking for city desk reporters, a business reporter and food editor. Contact Kathy Warbelow, assistant to the executive editor, (313) 222-6490...The Detroit News has an opening for an artist for Michigan, its Sunday magazine. Contact Beaufort Cranford, magazine editor at the newspaper, 615 W. Lafayette, Detroit, Mich. 48231...the Ocala (Fla.) Star * Banner (circl. 40,000) has these openings: two style section reporters who can also handle layout and special projects; two reporters, and a copy editor. Contact Mark Mathes, executive editor, Star-Banner, P.O. Box 490, Ocala, Fla. 32678. Or call (904) 629-0011...The Raleigh News & Observer (circl. 137,800) has these openings: general assignment reporter, city government reporter, neighbors reporter, business writer, two copy editors and suburban editor. Contact Ted Vaden, assistant managing editor, at the News & Observer, 215 S. McDowell St., Raleigh, N.C. 27602. Or call (919) 829-4500...The Anchorage Daily News

is looking for a police reporter. At least three years reporting experience preferred. The Daily News is Alaska's largest newspaper and it circulates

statewide. Contact Pat Dougherty, city editor at the Daily News, P.O. Box 14-9001, Anchorage, Alaska 99514-9001. Or call (907) 257-4301...The Syracuse Herald-Journal (circl. 102,000) is looking for an assistant city editor. Looking for someone with at least five years daily newspaper experience with a strong hard news background. Candidate should have a crusading spirit and ability to work well with other people. Contact Stan Linhorst, city editor, at the Herald-Journal, Box 4915, Syracuse, N.Y. 13221. Or call (315) 470-2265...The Rocky Mountain News (Denver) is looking for a general assignment

reporter (minimum 2 years experience) and a lifestyles editor (minimum five years experience). Contact Gale Baldwin, city editor, at the newspaper, 400 W. Colfax Ave., Denver, Colo. 80204. Or call (303) 892-5000.

B.A.N. People

Sheryl Hilliard, '82, executive editor at-large of *Black Enterprise* last month told potential freelance writers that B.E. is a business service publication that is "moving to the harder edge of business news." The first eight years BE was an entrepreneurial magazine offering success strategies.

But in the last 10 years, the magazine's emphasis is career advice and money management. Sheryl Hilliard and Cheryl Greene, executive editor of *Essence* addressed 25 members of the New York Association of Black Journalists... She's learned to live with her daughter's urges to "pump up the volume" to hip-hop, so Jill Nelson, '80, offered readers a mother's rap in last month's *Essence*. Jill, a staff writer for *The Washington Post Magazine*, recently informed us that she was elected president of the Washington unit of the

Baltimore-Washington Newspaper Guild...Lawrence Aaron, '70, became an assistant city editor at the *Ocala (Fla.) Star-Banner*, a New York Times Company newspaper. "Like the alumna you profiled in your last issue ("Journalism Success: Dedication to Craft, Flexibility, the Keys"/April) I too seem to be jumping back and forth between electronic and print journalism -- and feeling equally comfortable with both," said Lawrence. Before Ocala, he was a city editor and a radio news reporter in Boulder, Colo. and a television reporter in Charleston, S.C. and Orlando, Fla. ... After a stint in Texas as a reporter for the Dallas Morning News, Jeff Maclin, '85, is writing for *The American Lawyer*, a publication that covers the legal trade like general interest news. Meanwhile, Caroline Clarke, '87, is a reporter for the *Connecticut Law Tribune* in Stamford, a relative of The American Lawyer. Previously, Caroline was a reporter at the *North Jersey Herald News* in Passaic.

This just in

The Port Huron Times-Herald is looking for a features reporter and a general assignment reporter. Paper is 60 miles north of Detroit. Contact Tim Weller at 911 Military St., Port Huron, Mich. 48060. or call (313) 985-7171

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Mixed Media Notes & Comment

Beloved Pulitzer

Authors writing about race relations and the black experience in America were awarded Pulitzer Prizes this year.

Toni Morrison won the fiction prize for "*Beloved*," a novel about a runaway slave in Ohio. The drama prize went to Alfred Uhry for "*Driving Miss Daisy*," a play about an elderly Southern woman, her black chauffeur and a friendship that develops over 25 years.

Morrison's Pulitzer was controversial. When the critically acclaimed "*Beloved*" failed to win the National Book Award last fall, 48 leading African-American writers wrote an open letter to The New York Times protesting what they considered to be an oversight. There were cries that the protest was heavy handed, but others thought the writers showed admirable unity in pointing out that an Afro-American treasure should

not be ignored or dismissed. Reacting to the controversy, Morrison said: "The book had begun to take...an extra-literary responsibility it was never designed for."

Michel duCille, a photographer for The Miami Herald, was among the 15 winners for journalism. The 1988 award is his second Pulitzer. He received the

award for feature photography for pictures that showed the effects of crack on a Miami public housing project. DuCille won a photography award the National Association of Black Journalists last August for the same work.

Stanford and Multiculturalism

A cheer to Stanford University for its decision to alter a required course in Western Civilization course and include the study of non-European cultures. The decision came after a two-year public debate spurred by the school's Black Student Union and other groups. This was a victory for multiculturalism and not, as some Eurocentric critics

suggested, a lowering of standards.

Eyes on the Prize(s)

It's been an award-winning year for "*Eyes on the Prize: America's Civil Rights Years*" (Blackside, Inc.). Last month the six part television series won a Peabody Award for excellence in broadcasting. The series also was an Oscar nominee for best documentary, and won an Alfred DuPont Award last winter. The critical acclaim should be enough encouragement for sponsors to help fund a sequel next year.

It's not funny

The comics are one of the most segregated sections of daily newspapers. According to Editor & Publisher, the editor of the Detroit News noted that of its 31 comic strips, only "*The Middletons*," regularly features black characters. Cartooning has been a bastion of white males for too long.

The ESSENCE of it

Fifty percent of ESSENCE Magazine readers are single. More than half the readers are mothers. Three percent of 800,000 circulation magazine's readers are men; males are 25 percent of pass-along readers.

SOURCE: The magazine's executive editor, Cheryl Greene addressing the New York Association of Black Journalists last month.

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Journalists are urged to look to Canada

By Wayne J. Dawkins

A revolution is taking place north of the United States that black Americans should take notice of. Canada is changing from a nation primarily made up of English and French immigrants to a nation of blacks, Asians and Europeans.

In Canada, people of color call themselves "visible minorities," explained Ricardo Smith, a former

"Not far in the future, the majority of Canadians will not be of English or French origin..." There will be greater linguistic, cultural and ethnic diversity. It will be different from the U.S. melting pot. Canada is evolving literally as a multicultural environment."

newspaperman from Guyana who is with the Institute of Multiculturalism in Canada. Smith and Dwight Whylie of the Canadian Broadcasting Corporation

A look at Jackson's strategy as Democrats head to Atlanta

ROCHESTER, N.Y. -- Count on the campaign of Jesse Jackson to have a dramatic effect on who will be the next president of the United States.

At the Northeast regional conference of the National Association of Black Journalists in late May, Linda Williams of the Joint Center for Political Studies told black journalists that Jackson's advisers are divided into three factions and that they are expected to make a lot of noise at the Democratic National Convention in Atlanta this month.

"The Pragmatists,"

Williams said, will tell the Democratic Party leaders that they're "ready to deal"; they will bargain for a stronger voice in the party platform.

She identified the other factions as "left-leaners," and "race protectors," who are more ideological and willing to play

hardball to get their issues on the party platform. They are willing to stage an open political fight on the convention floor.

Williams said a challenge to journalists covering the campaign will be to examine the Democrats' Southern strategy. To regain the White House, she said, the party will need 21 to 40 percent of the Southern white vote, but they cannot not alienate

Columbia's new J-dean page 2
Free Press fall-out page 3
Jobline & People page 5

black Southerners, who make up 22 percent of the population in six states.

Meanwhile if Vice President George Bush is the Republican candidate, he should be more moderate on civil rights than Ronald Reagan, said Williams. She



Jesse Jackson (AP photo)

called many black voters "weak identifiers" with the Democratic Party; they could take the attitude that "the days of Reagan are over" and vote Republican. "Black people want a choice," she said.

-- WJD

(CBC) spoke to black journalists in the U.S. about opportunities in Canada last May during the National Association of Black Journalists regional conference in Rochester, N.Y. Rochester is a two-hour drive from Toronto. According to the moderator Dwight Ellis, Toronto (pop. 3.1 million) is home to 300,000 black people, most of West Indian descent. The

city has the second-largest Chinese community (200,000) in North America (San Francisco is number one.)

THE SPEAKERS SAID
MINORITIES make up 11 percent of Canada's population, and the percentage is growing. They said the complexion of Canada began changing dramatically in the 1970's.

"Not far in the future, the majority of Canadians will not be of English or French origin," said Whylie. "There will be greater linguistic, cultural and ethnic diversity. It will be different from the U.S. melting pot. Canada is evolving literally as a multicultural environment."

Continued on Page 6

New J-dean selected

Two-year search ends

Veteran broadcast journalist Joan W. Konner was appointed dean of the Columbia University Graduate School of Journalism last month. Her appointment ended a two-

year search for a permanent dean.

Konner, 57, is the fifth dean in the 75-year history of the J-school and the first woman. She is the second dean with a broadcast background. Konner has worked more than 20 years as a documentary producer, writer, director for NBC News and for public

television, where she has had a long association with Bill Moyers.

She is a 1961 graduate of the J-school and has served on the Columbia University board of trustees since 1978.

Gerald Nagel, Columbia Journalism Alumni Association president, said Konner was the first choice of the three J-school faculty representatives on

a nine-member university search committee. The job however, was offered to at least one other candidate earlier this year, who did not accept it.

Osborn Elliott (1980-86) was the last dean of the school. Elliott resigned and Frederick T.C. Yu has served as acting dean. Konner begins Sept. 1.

Editor's note...

A birthday is always a great time to reflect and be thankful. As the **Black Alumni Network** celebrates its eighth birthday this month, this editor, who has been aboard since this publication was nothing more than an idea kicked around by some members of the Columbia Journalism Class of '80, gives thanks to all you subscribers and friends who have instinctively known when to give me a shot of positive energy.

Budget Update

Revenues
12/15/87 to
6/6/88: \$ 1,525

Expenditures
Jan. to June
newsletters: \$ 1,055

Balance \$ 470
(Before July issue)

300 to 500 newsletters
circulated monthly.

Average monthly
publishing cost: \$176

You must know the moments when I wearily stare at copy and production deadlines then wonder how next month's issue will get to several hundred of you without fail.

A boost may come in the form of a hand-written note on a renewal slip that compliments us on the sharper graphics and layout that make each issue more attractive and easier to read.

Or someone calls to tell us that they've taken a job first learned about from the *Jobline* column.

It's positive energy to see that more of you have gotten into the habit of sending items for the *B.A.N. People* column.

When we hear from you it reaffirms that the newsletter effectively works as a network connecting people to media opportunities, ideas and concerns.

I am indebted to the people who write, edit and suggest story ideas for each issue. Each edition is a national effort. We work from Philadelphia, New York, Louisville, Ky., Boston, Washington, Miami and Detroit. It is a shared commitment that over the years has picked up people from various J-school classes.

Mixed Media:

Since 1985, the Interfaith Center on Corporate Responsibility (ICCR) has been pressing Colgate to change the packaging of "Darky" brand toothpaste.

There's also much gratitude for those of you who subscribe and fret about our bare bones budget, so much so that you send extra dollars to pay the printer and the Postal Service.

As much as there is to be thankful for, BAN is not unlike other publications in that a few generous people can not keep it afloat alone. Too many subscribers have allowed their subscriptions to lapse for months. And though some of you tell us how much you enjoy receiving the newsletter, you have not yet sent us a check so that we can sustain ourselves and grow stronger.

We've worked hard for your trust and support. We want BAN to be able to celebrate another birthday and many birthdays to come.

Please give us more to be grateful for: show your support to help keep us in business.

The product is sold in Asian markets. The package has a logo of grinning minstrel man in a top hat. Colgate has resisted calls to change the packaging.

But according to Dara Demmings of ICCR, at the May Colgate annual meeting, chairman Reuben Mark said the name and artwork for "Darkie" toothpaste was "wrong." He said that Colgate will work with partners to renew marketing strategy for the toothpaste, covering name and logo changes, "as soon as possible."

Black Alumni Network Newsletter

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Wayne J. Dawkins
Editor

Betty Winston Baye
Senior Editor

Daniel Holly
Esther Iverem
Michelle Johnson
Donna Williams
Contributing Editors

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Journalism Alumni.
(1980 -)

Datelines: Passaic, N.J.

First stop? A small Jersey paper

By Caroline V. Clarke

When I recently remarked to someone that I worked at the North Jersey Herald & News they said: "Oh, that's owned by Dean Singleton, right? He's the guy that buys dying papers and kills them."

I no longer work at the North Jersey Herald & News, not because of what that fellow journalist said, but because I knew it to be true before I ever heard it spoken -- at least it was true of the Herald & News.

In terms of news, this mid-sized paper (circulation approximately 85,000) made a profit in 1987 for the first time in 25 years, according to its publisher. Under a new executive editor, Walter Herring, newsstand sales also seem to be increasing for the first time in many years. But many on the editorial staff say this marketing success is taking place at the expense of

Places to practice good print or broadcast journalism are not limited to major metropolitan areas. There are medium-size Northern industrial towns, growing cities of the New South and suburbs dotting America.

"DATELINES" is a new feature in the newsletter where journalists, many of

them starting their first jobs in daily journalism, tell us about the news organizations they work for and the communities they cover.

There are limits and trade-offs to working in some places that are not so glamorous, but there are advantages that may offer rewards in the future.

quality and journalistic integrity.

They say the MediaNews Group trick is not in improving the editorial content of the paper, but in repackaging it under the guise of large-print sensationalized headlines, 'a la the New York Post, and soon-to-be full color, 'a la USA TODAY and The (Bergen) Record, the Herald & News' daily competition.

TURNOVER AT THE PAPER is high, salaries are low; days are long and tempers are short. A

phrase says it all: Journalism Bootcamp.

Still, for the inexperienced (like myself), the Herald & News was a good place to start, bearing in mind it is not a place to stay.

The primary area of coverage is Passaic County, which is just south of Bergen, the wealthiest county in the state. The paper also covers parts of Bergen, Essex and Morris counties. Passaic County is primarily comprised of blue collar suburbs, rich

in ethnic and economic diversity. The major cities are Passaic and Paterson.

The latter is the home of the bat-bearing, bullhorn-blowing principal Joe Clark and the vast majority of the county's black and Hispanic population.

There are more than 50 municipalities to be covered and most reporters carry a four-to-five-town load. Due to the constant turnover, it's a real pitch-in-as-needed paper -- an advantage, because a decent reporter with the most boring of beats will often get to venture beyond, which can eventually lead to better things.

THE PAPER HAS BEEN FORTUNATE to hire some good reporters; proximity to New York City works to their advantage. Since I resigned two months ago, at least six other people have left, but two of the remaining reporters are J-school graduates, Class of '87.

I learned a lot at the Herald & News, not just about reporting but the newspaper business in general. It was no easy lesson, but it was an invaluable one that no doubt will serve me well in the years ahead. I am glad I started my career in journalism there. I am equally pleased to be writing this as one who is there no longer.

Caroline Clarke is now a reporter with The Connecticut Law TRIBUNE, a weekly newspaper of law and finance in Stamford, Conn.

Uncertainty triggers exodus from The Free Press Detroit newspaper struggles to keep black journalists

By Marsha Banks

DETROIT -- As the newspaper battle between the Detroit Free Press and The Detroit News wages on, a silent battle is waged inside The Free Press building. It is a battle for the paper to keep employees, particularly black employees.

Since the application for a Joint Operating Agreement (JOA) in May 1986, The Free Press has lost more than half of its black

employees. If a JOA is approved by the U.S. Justice Department, the competing newspapers can merge its advertising and circulation staffs but maintain independent news gathering operations. If the JOA application is rejected, The Free Press faces extinction.

The newspaper has led the Detroit area market for years in hiring and promotion of blacks. Management says they are

trying to retain veteran black staff, but the newspaper seems to be losing out.

"Rightfully so," said Andrea Ford, former Free Press reporter and assistant city editor who left the paper last December to become a reporter for the Los Angeles Times.

"Since the JOA was

Continued on Page 4

Free Press exodus /Cont

announced, I've had nothing but bad feelings about it," said Ford in a telephone interview from Los Angeles. "It just seems to me the whole JOA situation was not being handled well, especially in reference to minority employees.

A Detroit native, Ford said that managers offered her nothing to remain at the newspaper where she had spent eight years. There was no competing bid, no encouraging words, and no regrets.

Ford took the Los Angeles Times offer and now says, "I am where I want to be and doing what I want to do."

George White, another staff writer from Detroit roots, left the business beat at the Free Press for one at the Los Angeles Times. And Free Press copy editor Karen Ray is now a night metro editor with The Baltimore Sun.

"I feel much better now than I did six months ago," said Ray. "This job was a good opportunity that just happened to open up for me and I took it."

Minority hiring: Print gains, broadcast losses

By Michelle Johnson
BOSTON -- Two items crossed my desk recently -- the American Society of Newspaper Editor's annual minority employment survey and the National Association of Black Journalist's Kerner Plus 20 report.

The juxtaposition was interesting. While Kerner Plus 20 contained some general statements about

Many major newspapers are courting black Free Press staffers with higher salaries, prestigious beats and management positions.

Former sportswriter Tommy George moved to The New York Times sports staff. He will cover the

Reprinted from
in The SENTINEL
(Detroit ABJ
Newsletter)

National Football League. "The Free Press had been a wonderful experience and I hated to leave," George said. "It was not easy, it was a tough decision. 'The Times' offer was too good to turn down."

While some look at the dwindling numbers with dismay, Bob McGruder, managing editor, and the highest ranking black manager in the newsroom, saw no cause for alarm.

"Our effort is to continue to try and hire very good minority journalists -- photographers, reporters, and editors," he said. "All editors have been told by

the state of blacks in the business ASNE's latest numbers gave additional credence to some of those assertions.

Side-by-side we find:

Commentary

Kerner Plus 20: Too few decisionmakers are black, and black news managers can help improve coverage.

ASNE: Whites still dominate the some 12,600 supervisory position in daily newsrooms. Only 4.1 percent of managers are

myself and by executive editor Heath Meriwether to look out for competent minority candidates. It has a high priority with us. I think in the past the Free Press has done a fair job and it needs to do a better job."

Many of those who remain have had offers from major newspapers.

Shirley Carswell, who has been with the Free Press for two years said "I feel I can advance here at a fairly steady pace because management encourages you to try your hand at a variety of things until you find the one that suits you best.

"Even if the paper folds, I still feel I will have gained much more by staying on as long as possible than by starting over somewhere else."

Teresa Blossom, reporter in The Free Press city/county bureau said she received a flood of letters and telephone calls from editors interested in hiring me right after The Free Press declared itself a failing newspaper in 1986.

"I believe that the JOA has made editors at other newspapers look at The Free Press as very fertile

recruiting territory. It's a tough situation for a newspaper to be in."

Beverly Hall Lawrence, a business reporter, said

that the emotionally draining JOA process may be a factor in some decisions to leave the Free Press. She added that many black journalists would have left anyway because the newspaper is not particularly nurturing or supportive of the career ambitions of its minorities, she said. "While The Free Press enjoys a national reputation for its recruitment of minorities, the newspaper has a problem in putting those candidates on a growth track to positions beyond reporting," said Lawrence.

The JOA uncertainty opened doors for black Free Press staffers to find higher paying newsroom jobs elsewhere. Others took opportunities to fulfill long-time dreams. Assistant City Editor Greg Huskisson took a sabbatical.

"I'll be researching my family history in Barbados, my father's birthplace," he said.

employed at dailies rose from 3,600 (6.6 percent) to 3,900 (7 percent) this year...The majority of U.S. dailies still have no minority professionals on their staff. However, the percentage of daily newspapers employing no minorities dropped another percentage point last year from 10 to 55 percent.

Kerner Plus 20: In 1978, ASNE crafted the lofty goal of achieving newsroom parity, then planted that

minorities, a small increase from 3.9 percent last year.

Kerner Plus 20: In the last 20 years, with pressure from blacks within and outside the media, the newspaper industry has improved its numbers, mainly at lower levels...As in other fields, African-American journalists have set their sights on influencing the pace at which their numbers in the industry match those in the larger society.

ASNE: The number of minority journalists

Continued on Page 6

Jobline

WNYW-TV (Fox) New York is looking for field producers and writers for its new 7 a.m. to 9 a.m. news program. The station is also looking for a New Jersey bureau chief to direct coverage of major news in the Garden State. Contact Ian G. Rae at WNYW-TV, 205 E. 67th St., New York, N.Y. 10021. Or call (212) 535-1000...**The Albany Times-Union** (89,000 circ.) is looking for a business editor. Contact Harry M. Rosenfeld, managing editor, Box 15000, Albany New York 12212...**Watertown (N.Y.) Daily Times** (43,000 circ.) is looking for reporters. Contact John B. Johnson Jr. at the Times, 260 Washington St.,

Watertown, N.Y. 13601. Or call (315) 782-1000...**Eastern Illinois University** Department of Journalism is looking for a news photography teacher. Contact John David Reed at the Eastern Illinois University, Charleston, Ill. 61920. Or call (217) 581-6003...**The Dow Jones Newspaper Fund** is looking for an assistant to the director. The Fund encourages young people to pursue newspaper careers and operates a number career information, writing, editing and teaching fellowship programs. Contact Thomas E. Engleman, executive director, at The Newspaper Fund, Box 300, Princeton, N.J. 08543-0300. Or call (609) 452-2820...Two communications openings at Chemical Bank of New York: Editor of the

Chemical Chronicle, a bi-monthly employee magazine, and publications editor of **Newslink**, a weekly. Both positions require writing, editing and production experience. Send resumes to Vickie McMullen, Chemical Bank, 380 Madison Ave., 11th floor, New York, N.Y. 10017.

B.A.N. People

Cheryl Devall, '82, city hall reporter at The Chicago Tribune, was tapped to cover Jesse Jackson in the California primary last month. **Marilyn Milloy**, '82, Newsday's Atlanta bureau chief has been on the case all along and has crisscrossed America with Jackson...senior editor **Kenneth M. Jones**, '81, interviewed Miram Makeba for the cover story of *Class* (Caribbean • Latin • African • [American] Sights and Sounds) Magazine...**Jill Nelson**, '80, Washington Post Magazine staff writer and new president of the Baltimore-Washington Newspaper Guild, last month ran a successful celebrity auction called "Bylines for Dollars." People bid hundreds of dollars for a night of television viewing with Washington Post critic Tom Shales, a round-table lunch with political

correspondent Paul Taylor or a shopping spree at discount clothing houses with the Post's fashion critic. Proceeds went to the Guild's Union Defense Fund...**Rita Thompson**, '80, of WCVB-TV Boston, is heading for Paris at the end of the month on a week-long assignment for the station's news magazine program "Frontline." She says "I'm brushing up on rusty French and thanking my lucky stars..." **Janice L. Greene**, '82, is business issues writer/media relations coordinator for the Business Assistance Center, a new division of the Washington State Department of Trade and Economic Development. The business assistance center serves as a clearinghouse for people interested in starting businesses. Her new office phone numbers are (206) 464-7609 and 586-4842. Before this new job Greene was press secretary for Washington State legislator Jesse Winberry...**Attorney Judith Hannah**, '82, is handling media coverage for the National Bar Association convention Aug. 7-13 if you need information about convention events, call her at (202) 546-0912...**Valerie Wilson Wesley**, '82, is a senior

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-- Stan Crock, news editor
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Continued on Page 6

Journalism opportunities north in Canada/con't

Whylie and Smith said the Canadian media, like the U.S. media, needs to reflect the general population. They said that in Canada, minorities make up less than 2 percent of the country's journalists. Wiley said he is one of two blacks on the CBC's 100-member news staff; the last black journalist was hired there 12 years ago. McLeans, the Time magazine of Canada, has three blacks on its staff, none of them are journalists.

THE PANELISTS
DESCRIBED Canada as 10 to 15 years behind the United States in race relations. However, the Canadian government established a national policy of multiculturalism in 1971. The policy says that ethnic and cultural diversity are elements of interest, not elements of disadvantage; differences should be respected and should not be used as a barrier to equal opportunity.

Ellis said black

journalists and entrepreneurs should take notice of opportunities in Canada because the nation is the U.S.'s number one trading partner. Furthermore, a free trade pact about to be signed by both nations will create more opportunities for business and commerce. Black American journalists were urged to get the story out in their communities.

B.A.N.
PEOPLE/con't
editor at ESSENCE Magazine. She is also working on a young adult novel that is coming along

well, she says. She encourages new writers with interesting ideas to send her queries at ESSENCE, 1500 Broadway, New York, N.Y. 10036

LECTURE

CIRCUIT: Betty Winston Baye, '80, assistant city editor at The Louisville Courier-Journal, has addressed a number of church, civic and women's groups. Most recently, she addressed students at Ohio State University and was the keynoter when Kentucky's black cosmetologists convened in Louisville...

Slow growth in print, tailspin in broadcast /con't

goal in the mud by setting a deadline of the year 2000.

ASNE: Professional journalists at daily newspapers increased their ranks by 12,300 or 28 percent since 1978. In the same period the number of minority journalists more than doubled from 1,700 to 3,900 (at this pace, NABJ notes, it will be 2088 before ASNE's goal is achieved).

Again this year, the ASNE figures show continued, but slow growth. Among

smaller papers (10,000 - 25,000 circ.), 43 percent have at least one minority staffer, up from 38 percent.

Kerner Plus 20 reports some alarming stats on the broadcast side: A report by the Radio-Television News Directors Association said the share of minorities in the newsroom remained the same from 1979 through 1986. Minorities accounted for 13 percent of the workforce in television. There were 300 fewer black

men working in broadcast news in 1986 than in 1985. Where have they gone and why?

There is a critical problem occurring in broadcast news while progress is slow but sure on the print side.

Why so slow? A clue may be offered in the opening section of Kerner Plus 20, which ties journalism education with journalism employment. The chapter cites a dearth of black faculty at the nation's top journalism schools, as well

as low numbers of black students in journalism education. One study puts the number at 5.9 percent.

It's clear that while redoubling efforts to improve the lot of us currently in the business is necessary, it is also critical that the industry and those of us who care direct immediate attention to those coming behind us.

It is clear that if we don't pay serious attention to the source, the dream of parity in the industry will remain a dream deferred.

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Newsletter

The Source: News, Reviews, Commentary, Almanac

Buying power and the black press;
grassroots television [Page 4]

Jobline,
People [Page 3]

Volume VIII, Number 8

August 1988

Datelines: Raleigh, N.C.

'Starchy' but hard news nourishes this newspaper

By Toni Yvonne Joseph

During the Newsday minority journalist recruitment workshop, the managing editor of The News & Observer in Raleigh, N.C., asked me if I would ever consider working in the South.

I told him that I had never considered the South and that I doubted I ever would as I have no family ties to the region.

I moved to Raleigh six months after graduating from Columbia in 1986.

Before taking a job at the N&O, I'd heard only that it was a "strong" paper. I really had no idea what strong meant when used to describe a publication that is medium-sized and not famous for any story or group of stories.

Progressive editorials and hard-nosed government and political coverage have earned the N&O its reputation and national prizes including a recent George Polk award and a Pulitzer. With one editor

for every three reporters, we're probably the most heavily edited paper in the Southeast. The N&O (140,000 morning circ.; 28,000 p.m.; Sat. 147,000; Sun. 189,000) circulates in 43 counties in the Eastern half of the state.

Metro desk reporters are grouped by subject and report to editors responsible for specific areas of coverage. General assignment reporters are frequently farmed out to other editors. Before a major political event, for example, I quickly rearrange my life to accommodate changes in the work schedule.

For junior staff members like myself, the daily grind

can mean a lot of meetings, frequent speeches and long hours on the telephone or pouring over various documents. It can also mean working with senior staff members on longer stories (we jokingly call ourselves slaves).

The route to happiness and decent clips is selling your own ideas to the editors. Many editors have been around Raleigh for a spell and have limited imaginations about what constitutes a good story.

Socials issues and those concerning blacks, Native Americans and women are less significant than are issues relating to

NABJ convention this month in St. Louis

The 13th National Association of Black Journalists convention is Aug. 24-28 in St. Louis, the gateway to the West known for its 63-story-high silver arch at the bank of the Mississippi River.

This year's theme is, "Kerner Plus 20: Moving Ahead or Slipping Back?" An assessment of the progress blacks have made in journalism and strategies for the future will be debated. There will be 40 workshops and seminars covering such topics as journalism education, general journalism skills and career development.

Newsmakers scheduled to appear include: Ed Bradley ("60 Minutes"); Peter Ueberroth (Baseball Commissioner); Lerone Bennett (editor/historian, Ebony Magazine); Tony Brown ("Tony Brown's Journal"); and Tim and Daphne Reid ("Frank's Place"). There will be a performance by the Katherine Dunham Dancers. Other events include a steamboat cruise along the Mississippi River and a program to honor the year's top journalists.

The Greater St. Louis Association of Black Journalists is the host chapter. The convention hotel is the

Adams Mark (located across the street from the arch and a block from the old federal courthouse where the Dred Scott case was debated.)

Convention registration is \$200 for NABJ members; \$175 for members who belong to one of NABJ's 25 affiliate chapters; non-members pay \$250, and students, \$75.

Hotel rates are \$75 per day for a single, \$84 for a double. Call 1-800-231-5858 to reserve a room.

TWA is the official convention airline. There is a 45 percent discount on coach fares and five percent on super saver fares. Call 1-800-325-4933; refer to profile

Continued on Page 2



number 99-14074 when making your reservation.

For additional information call NABJ headquarters, 703-648-1270.

Datelines:

Raleigh, N.C./con't

politicians, government, policy and development. For instance, the N&O covers the Raleigh-Durham International Airport and airport authority more diligently than any other metropolitan daily covers its local airport.

As Luther Jackson of the J-school aptly said: "Your paper's a little starchy, isn't it?"

Reporting here can be tedious and unglamorous, but you learn to do lots of it, the old-fashioned, unadorned, hard news way. I've covered city government and the county school board. I've also filled in on the court, county government and police beats.

Apparently, other papers appreciate how the N&O trains reporters. Since I joined the staff, reporters have moved up to The Boston Globe, the Dallas Times-Herald, the Los Angeles Times, The New York Times and The Atlanta Constitution & Journal.

The N&O is the flagship of a family-owned, 17-publication empire in the South. The company is based in Raleigh, North Carolina's capitol and the largest city in the Research Triangle area; Durham and Chapel Hill are the other two cities. The Triangle is home to three major research universities, hence its name.

A Midwesterner by birth, I was skeptical about living in what I presumed to be a bigoted South. But many white Southerners -- especially the upper- and middle-classes -- go out of

"DATELINES" is a new feature in the newsletter where journalists, many of them starting their first jobs in daily journalism, tell us about the news organizations they work for and the communities they cover.

their way to maintain racial harmony. Most seem genuinely embarrassed about their distant and recent racist past. Racism here, for the most part, is the same covert kind with which I grew up in Cleveland: systemic.

Raleigh appears more integrated than most cities in which I've lived. Although residents in the Cleveland community where I grew up are black and white, integrated housing patterns in all but a few neighborhoods there are rare. My mother is amazed by the fact that a white, Southern man live in the other half of my duplex and hasn't painted any racial slurs on my car or on the door of my apartment.

Blacks in the Triangle tend to be conservative about hairstyles (few dreadlocks, braids) dress, politics, church and social mores. They seem passive about taking on the local school boards, civic clubs and businesses that show insensitivity about black concerns.

They fare well economically and have some of the highest average annual income among blacks in the nation. The Triangle is home to a few dozen very large, highly profitable black companies and small businesses. Translate that into lots of Volvos, BMWs and expensive clothes and homes. There are also plenty of poor people, especially in the rural

counties surrounding the cities.

Four of the N&O's 75 reporter/writers are black. Two of the 28 copy editors are black. One of 12 photographers is black. One black reporter was added when the N&O merged with the Raleigh Times, a p.m. daily, last November. Another black reporter joined the staff in March.

There are no blacks on the sports, features, business or political staffs. I am one of the three black general assignment reporters; all of us are women. Managers have said that the dearth of blacks here is frustrating. We have a minority recruitment and retention committee that meets irregularly to plan recruitment trips and strategy and to discuss the racial implication of stories and other issues. Discussions are honest and have led to some changes.

For the past two years, the N&O has provided money for a summer training institute for minority journalists at the University of South Carolina. We send a black reporter or copy editor there to teach each year. The paper also runs a summer journalism workshop for black high school students. Two of our six interns this summer are black.

I was one of two black reporters on the N&O staff when I came here in

January 1987. Our executive editor, Claude Sitton, has said that "qualified" black journalists are difficult to find. He also recently told me, "we're not running a journalism school here," meaning anyone hired can expect to sink or swim like anyone else.

I hate to sound like a public relations person for the Triangle, but it is a clean, safe, inexpensive and manageable place to live. The arts are alive here and throughout the state. The American Dance Festival is based at Duke University in Durham. The new Thelonius Monk American Jazz Institute will also be affiliated with Duke. Dozens of creative writers, including Maya Angelou, make their homes nearby. Scores of crafts people and visual and performing artists have moved to the area in recent years.

Black Alumni Network Newsletter

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Editor

Betty Winston Baye
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Esther Iverem
Michelle Johnson
Donna Williams
Contributing Editors

Published Monthly.
Founded by Columbia
Journalism Alumni.
(1980 -)

Jobline

The Seattle Times has several openings for reporters in its suburban bureaus. Salary range: \$334/week for first year reporter, \$460 for at least six years experience. Send clips and resume to Mille Quan, assistant city editor, Seattle Times, P.O. Box 70, Seattle, Washington 98111. Or call (206) 859-3689...Black

Entertainment Television (BET) News constantly looks for experienced TV reporters in other markets willing to do stories for the network on a free-lance basis. Call Sabrina Dames Crutchfield at (703) 461-0344. The News-Gazette in Champaign, Ill. is looking for a sportswriter and editor. The newspaper is a 50,000 circulation evening paper in a Big Ten city (University of Illinois). Some desk and layout experience preferred. Salary range \$18,000 to \$30,000. Applications to John Beck, News-Gazette, Box 677, Champaign, Ill. 61820. Or call (217) 351-5225...The Raleigh News & Observer has opening for two copy editors. Contact Ted Vaden or Hunter George at the newspaper, 215 S. McDowell St., Raleigh, N.C. 27602...ESSENCE is looking for two editors --

associate and assistant -- for its *Contemporary Living* section, which covers food, home furnishing, lifestyles, interiors and new products. Editing experience required; experience preferred in food industry or home furnishing. Send resumes before Aug. 15 to: Harriette Cole, Essence, 1500 Broadway, N.Y. 10036...

B.A.N. People

CONGRATULATIONS to: Michael Crawford, '79 & Rene Chenault. The couple married in March. Michael edits newsfeatures for *The WALL STREET JOURNAL* and his bride is host of "Another View," a public affairs program that appears on New Jersey Network (PBS)...Jill Nelson, '80, wrote a piece for *The Washington Post Magazine* on 31-year-old D.C. public defender Michele Roberts, a lawyer who gives indigent clients her all...Bridgett Davis says she's interested in African affairs. Apparently, her editors at *The Philadelphia Inquirer* were aware of that. The general assignment reporter was drafted to cover UNITA's Jonas Savimbi when the guerilla leader went on a controversial tour through the South, trying to get support from black elected officials and civil rights

leaders...We were pleasantly surprised to see Tony Chapelle's, '84, byline on a New York Times *Living Section* feature on models who turn down lucrative opportunities to

promote products (i.e. cigarettes, liquor, cosmetics) for moral reasons...Esther Iverem, '83, moves to the reporting staff of *New York Newsday*, from The New York Times...Michelle Johnson, '82, an editor at *The Boston Globe*, will be in New Orleans this month for the Republican National Convention. She is on a Globe election team responsible for political coverage...Look for *Emerge*, a magazine targeted for black professionals, to surface soon at a newsstand near you this fall. Creator Wilmer C. Ames Jr., '71, was featured July 5 in *USA TODAY*...We lost track

Radio (Washington), then 2 1/2 years at WJLA-TV as a news writer. I also worked for eight months as a free-lance writer for CBS News *Nightwatch*. I will have been at BET News for 2 years this September." And, in June she married Curtis Crutchfield, a

Washington radio reporter...Karen Thomas, '86, a *Chicago Tribune* reporter, moves to a rough-and-tumble beat, the strike-prone Chicago school district...classmate Eric Elie, a business

reporter at the *Atlanta Constitution*, is on leave till September because he is touring West Africa...

Keeping in touch with journalism alumni.
Let us know what you're doing.

of Sabrina Dames, '81, a while ago. While preparing an article for this newsletter, we learned she is associate producer for news at *Black Entertainment Television (BET)* in Washington. She fills us in: "Quite a bit has happened to me since I left the J-school. I worked for 2 1/2 years as an assistant editor/writer for WTOP

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Black press challenge: Organize consumers

The way Andrew W.

Cooper sees it, the black press and African-American consumers are being short-changed and disrespected, and it's time to end the abuse.

"There is a perception by white media buyers that the black press doesn't reach black people," said Cooper, the publisher of the Brooklyn-based *City Sun*, a weekly newspaper.

"The survival of the black press means newspapers have to create a desire among readers to buy it. Organizing of black consumers has never been done by the black press and that has to be done."

Cooper, who has published the *City Sun* since 1984, spoke about the future of the black press at the NABJ regional conference for New York, New Jersey and Connecticut in May. He was joined by Wilbert Tatum, publisher of the 79-year-old New York *Amsterdam News*; Simba Mlee, an

editor with the *Buffalo Challenger*, and James Blount, publisher of *About Time*, a Rochester magazine.

In a follow-up interview last month, Cooper said one way to organize consumers is to "get six dedicated people, a telephone, a

computer and mailing lists with blacks active in clubs and organizations, and talk about creating direct links and passing information." Six people working efficiently, Cooper said, could reach 200,000 consumers.

Another tactic, he said was to "Organize and withhold patronage, or switch patronage. They'll (advertisers) wake right up."

Tatum of the Amsterdam News told the group of journalists that he was interested in buying additional media properties. "There is merit in purchasing part of America," he said. "Somebody's going to sell me something someday."

Blount of *About Time* said the black press would have to expand into full-service media companies, using print, television and radio in order to survive.

New television station for Phila. to air grassroots programming

PHILADELPHIA -- A new television station is preparing to go on the air in this region, WYBE-TV Channel 35, a community-based station expected to broadcast neighborhood and multi-cultural programming by independent film and video producers.

Aaron B. Ezekiel, the general manager, briefed members of the Philadelphia Association of Black Journalists in May on launch plans.

Operation is to begin next winter. Ezekiel said projected startup cost is \$500,000. Station funding comes from a mixture of grants and pledges. Ezekiel said WYBE had commitments for 80 percent of the funding. Once on the air, the projected operating budget for the station is \$600,000.

Philadelphia is the nation's fourth largest television market, total audience, 5.7 million. Members of *Independence Public Media of*

Philadelphia, Inc., organizers of the station, say existing television does not adequately serve or reflect the area's vast racial and ethnic diversity, or provide a wide enough showcase for emerging artists.

"This is a diverse society and that diversity is not being served," said Ezekiel in an interview last month. Too many programs, he explained, "are working under the assumption that everyone is the same: white and suburbanite. If your different, you're alien, dangerous, or a victim. It's a pernicious set of assumptions."

A policy mandate for Channel 35 is to have the governing board, operating committee and community advisory board elect the diversity of the city. Women and minorities are to be in the majority. Ezekiel says such a decision should "create a different ethos, a different kind of commitment."

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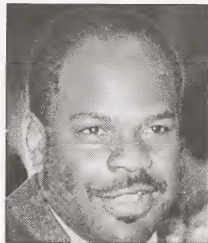
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Spirit in St. Louis

13th Convention
National Association
of Black Journalists

Coverage begins on page 3



Faces at the convention: Clockwise from top left, Luchina Fisher, Miami Herald; Kuae Kelch, Miami Herald; Leroy Williams, Rocky Mountain News and NABJ Region 9 director; Linda W. Nelson, Dow Jones Newspaper Fund, and Les Payne, Newsday and NABJ's fourth president (1981-83). About 1,400 people attended the four-day gathering. **Photos by Robin Tinay Sallie.**

Guardians of Grammar

Copy editors: last line of defense

By Reggie Thomas

NEW YORK -- It is 4 p.m. And while most of professional America is struggling with the major end-of-the-day decisions -- What restaurant to eat at? Where to go for drinks? -- the day is only beginning for you.

Why?

Because you are a copy editor, that last line of defense between a literate and illiterate population, a purveyor of truth, justice and the journalistic way. But most writers think you're a grunt.

You know that the sun is setting and that glasses are being filled with Kir Royale. But in your windowless newsroom, you sit amid the din of air conditioning and imitation Formica desks covered with style memos issued in 1929 -- none of which may be transgressed on pain of transfer to Sports.

It's time to get that late-breaking fluff into print, to write that one column indented headline, to catch that split infinitive, to...call the cliché abuse line.

The first story has hit the desk. You give it your first read through. You notice it has been written with all the slang, colloquialisms and fervor that the reporter could muster. You find and correct 12 misspelled words and 2 factual errors. On to the second paragraph.

"No! Wait!" the slot editor shouts.

The story has to be trimmed to 4 inches -- from 36. It's a tight paper tonight, the editor says. Don't forget to give the story a light twist. And please give it a pithy headline.



By Rob King

No problem!

There are a few holes in the story and the reporter has just sent a 700 word add. You're rockin' and rollin' now. The reporter decides to help you make the trims: He cuts 4 words from the fifth paragraph, adds 20 to the eighth -- and reminds you of the add.

Three hours, 10 minutes and two cups of coffee later, you are up, ready for a headline order and the next story.

They come. The story has been scheduled for 3,000 words and will grow. It will lead the paper. The managing editor likes it. The executive editor likes it. The metropolitan editor likes it.

The reporter does not.

Each editor wants certain information moved to the top. The reporter helps you work in the information. Now the lead is the 12th paragraph and you have 30 minutes to make the 8 p.m. deadline.

The slot editor demands the story. But as your finger is poised before the send-command button, a pyrotechnic display of red lights burst forth, blinding you temporarily. The screen goes black. The system has crashed. And the cooperative reporter, after sneaking away, is on an airplane to the

Punjab.

The headline order comes. It is a two-column, 24-point, two line Roman headline, with a four-line, 18-point blurb. You write both in 20 minutes and send it to the slot. The slot editor reads and sets it. You edit four more stories -- at an average

length of 15 inches -- and write four headlines in 20 minutes. They call you Choo Choo Charlie. But a page is closed.

No!

A new headline order has arrived. The makeup editor has decided to redraw the

page. Your two-column, 24 point, two line Roman headline has been changed. It is now a one column, 34 point, three line italic on 10.1 picas, and it has to sing -- preferably on key. After an hour, you have a headline. The paper is closed -- 15 minutes late.

Now for the second edition.

POSTSCRIPT: Your name has finally made the late report, that multi-copied dissertation distributed to the paper's top 14 editors and the head custodian.

The entry: "The first edition closed late after a copy editor on the Metro desk failed to write a headline on time, causing more than 200,000,000 readers to miss the early lottery numbers."

Reggie Thomas is a copy editor on the Metro desk of The New York Times.

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Magazine has yet to emerge

The scheduled launch of *Emerge*, a magazine aimed at the black middle class, was delayed indefinitely because of a shortfall of funds. According to published reports, founder and publisher Wilmer C. Ames was unable to raise \$4.5 million from investors several weeks before the scheduled Sept. 19 launch date. Time Inc., which promised to partially finance the venture for a 19 percent interest in *Emerge*, withdrew its \$1.5 million share. Two minority owned companies were to have a 29 percent interest in the magazine and Ames would own 52 percent. At presstime, Ames was trying raise the capital needed to begin publishing.

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(1980 -)

(Readers) No need for us to be apart...
"Here's a check to cover a subscription to BAN newsletter. I never sent a check, stopped receiving it and I missed it."

-- K.T., A recent grad and TV journalist.

Black journalists target media ownership, managing

By **Dan Holly**

ST. LOUIS — Ruth Allen Ollison, the assistant news director of WTTG-TV in Washington, D.C., looked out at a sea of black faces gathered in the main ballroom of the Adam's Mark Hotel. She asked: "How many of you own media outlets?"

One woman stood up.

That scene at the 13th annual convention of the National Association of Black Journalists in late August illustrated as well as anything else the progress black journalists have made and the challenge ahead. The convention theme, "Kerner Plus 20: Moving Ahead or Slipping back?" reflected the fact that two decades have passed since the Kerner Commission declared the nation's news media "shockingly backward in seeking out, hiring, training and promoting Negroes." The panel, created in 1967 by President Lyndon B. Johnson, investigated the causes of the urban riots that tore apart black communities.

The 1,316 who attended showed the strides black journalists have made in the past 20 years in sheer numbers. But minority journalists are still scarce in positions of real power and influence.

According to data presented at the convention, the number of minorities on newspaper staffs nationwide went from 1,700 a decade ago to 3,900 today; the figures were negligible 20 years ago. But that is only 7 percent of the work force, and only 13 percent of minorities are managers. More than half the nation's daily newspapers still do not have minority journalists on their editorial staffs.

Many panelists and guest speakers at the convention took the position, "If the patient isn't getting better, he's getting worse." Bobby Seale, the former Black Panther, and Dick Gregory,

the comedian and social activist, said complacency and apathy had replaced the anger and ideological fervor among black youth in the 1960s.

"You're sitting out there working for white racists," Gregory chided the audience. "You can leave out of here now and go back to where you work and say, I'm not going to tolerate these things anymore."

The black civil rights movement must somehow be institutionalized, said Seale, who was one of several speakers to call for greater cooperation and unity among black organizations.

Toward that end, Margaret Bush Wilson, the former chairwoman of the National Association for the Advancement of Colored People, issued an unexpected proposal for restructuring the NAACP board. She proposed adding a representative from several black organizations, including the NABJ.

The gains that blacks have made were recounted, particularly in the W.E.B. DuBois lecture by television stars Tim and Daphne Maxwell Reid. In between hilarious anecdotes about their youth and early careers, the Reids recounted how they used their influence to make "Frank's Place" one of the few television shows offering consistently positive and multi-dimensional images of black people.

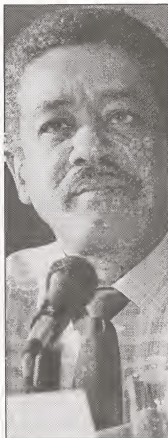
Tim Reid recalled planning for the show with his partner, Hugh Wilson. "I remember him saying to me: 'We can just do a simple sitcom, not take any chances and probably have a big hit and make a lot of money. Or, we can take this

opportunity and dare to do something different.'"

Without a moment's hesitation, I said 'Let's do it.'"

These were some of the other convention highlights:

- A rousing speech by "60 Minutes" correspondent Ed Bradley, who recalled his



Kerner revisited: Former Black Panther Bobby Seale and social activist Dick Gregory urged unity and assertiveness. Tim and Daphne Maxwell Reid, co-stars of "Frank's Place," at podium.



pioneering days at CBS Newsradio. A white supervisor once felt compelled to reassure him that the hiring of a second black did not mean the company was going to fire him.

- An impassioned call for "eternal vigilance" from the press by Congressman Kweisi Mfume (D-Md.) of Baltimore.

- An emotional tribute to former ABC News

anchorman Max Robinson, who is ill.

- A session focusing on blacks in sports with the commissioner of baseball, Peter Ueberroth.

- The first Percy Goboza Award for Foreign Journalists was given in absentia to Zwelakhe Sisulu. Sisulu has been detained in South African jails for his writings in *The New Nation*, a

Continued on Page 6

NABJ Convention

Perspective Growing up: Tribe becomes a nation

By **Betty Winston Baye**
ST. LOUIS -- I've attended seven consecutive NABJ conventions, but this year's *really* felt different.

It's difficult to explain a feeling. But there were times when this year's convention felt so different to me that I actually longed for the "good old days."

The days when being a member of NABJ was more akin to being a part of a movement rather than just another professional organization. The days when conventions were intimate affairs where one's journalistic heroes not only had the time, but the inclination, to talk to beginners. The days before all this nonsense about "young black journalists" versus "old black journalists." I never used to feel that sense of separateness that I feel now from colleagues based solely on age or where one works.

A part of me yearned for the days when, though parliamentary procedures certainly existed, we often settled organizational issues by something I'm fond of calling "African consensus." True, it was often chaotic, but somehow it felt more black. It felt more like us.

NABJ elections have always been rather tumultuous because we can get emotional. But in recent years, NABJ elections have become highly politicized. I know, because I suffered through one and came out victorious. Candidates must not only organize campaign committees, spend money and woo votes, but the must also be fully prepared to withstand the vicious slander

from overzealous supporters of the opponent.

What also made this convention feel different to me was that I missed seeing some familiar faces, people like Jay Harris, Pam Johnson, Karen Howze, Marilyn Bailey and Jessica Lee. They are editors, publishers, and correspondents.

The echoes of conventions past sounded most loudly for me when NABJ, with good wisdom I believe, paid tribute this year to Max Robinson, the former anchorman of *ABC World News Tonight*, who is ill.

Robinson was a keynote speaker at my first NABJ convention in 1981 in Louisville, Ky. I remember seeing him in person; it almost took my breath away. He was so tall, so brash, so breathtakingly handsome. He still is all of that, but now the hair is flecked with gray. And I've suffered in my own way whenever I've heard or read something about one of my hero's personal agonies during these last few years.

But for all my memories, I also felt proud when I looked around in St. Louis. I felt proud, not just for myself, but for those who founded NABJ 13 years ago. As I watched the NABJ members scurrying around, I wondered whether the founders ever really imagined that their small tribe would one day grow into a nation.

And what has NABJ become?

It is an organization that now has more than 1,500 members, the majority of them are under 30, or so it seems. It is an organization that, while far from rich, now has money in the bank, a stock portfolio and a financial adviser.

And while volunteers



Awards night: Journalist of the Year Michel DuCille and son with award. Joel Oglesby (Philadelphia Inquirer), Vanessa Williams (Philadelphia Inquirer), and Kuale Kelch (Miami Herald) at the awards reception.



continue to provide its base, NABJ now has a national headquarters in Reston, Va., an executive director and a paid staff. The organization produces slick brochures, has a job bank for members, publishes a newsletter and, when it wishes, conducts its own surveys. NABJ has regional directors spread across the nation, and it is giving more scholarships to students. Its internship program, of which I am proud to be the chairwoman, had 13 students this year.

NABJ is on the move.

The clock should never be turned back. However, I do ask myself on occasion, "where exactly is it that we are going?" I always hope that as NABJ moves forward, those of us who love her will never forget where she came from and why she exists.

NABJ exists for all the right reasons, not the least of which is to be a bulwark against racism in news and the newsroom. But we also exist as a brotherhood and sisterhood of professionals, where, when one of us suffers unjustly, all of us bleed.

Jobline

San Francisco State University seeks applicants for journalism professor.

Tenure track teaching position which begins September 1989.

Requirements: Bachelor or master's degree with extensive professional experience; alternatively, Ph.D with several years experience. Ability to teach editing, news writing, reporting, design, and advise laboratory newspaper or magazine. Previous teaching experience preferred. The department is committed to



ethnic integration of the student and faculty population. Letter of application, vita, samples of work and syllabus of course in candidate's area of strongest expertise to: Betty Medsger, chairwoman, Journalism Department, San Francisco State University, 1600 Holloway Ave., San Francisco, Calif. 94132. Or call (415) 338-2663.

Deadline: November 15...**The Knight-Bagehot Fellowship** Program in economics and business journalism seeks applicants for the 1989-90 year. The rigorous program equals the first year of a master's program at business school. Journalists with at least four years experience and some



Good times: Angela Chatman (Cleveland Plain Dealer), Marjorie Valbrun (Fort Lauderdale News & Sun-Sentinel) and an unidentified woman at a reception.

background in business journalism are eligible. **Deadline:** April 1. Contact Pamela Hollie Kluge, Columbia University, Suite 500/Journalism, New York, N.Y. 10027. Or call (212) 280-2711...Applications are available for **Fullbright Scholar** grants for study abroad in film and video. Contact the Institute of International Education, 809 United Nations Plaza, New York, N.Y. 10017. **Deadline:** Oct. 31...**AT&T Bell Laboratories** is looking for a writer to collaborate on a script for a video aimed at encouraging minority students to pursue careers in

Computer Science and Engineering. Send writing samples ASAP to Randall Petrie, AT&T Bell Laboratories, Room 3A-330, Whippany Road, Whippany, N.J. 07981.

B.A.N. People

Akua Lezli Hope, '77, is a public relations specialist for Corning Glass Works in New York State and a dedicated poet. She was winner of the 1987-88 New York Foundation for the Arts Poetry Fellowship. In 10 years she has given more than 30 readings to audiences in colleges, prisons, parks and museums. She was profiled in the *Elmira Gazette* July 17 and she said that: "Poetry -- of all the arts -- is the most maligned. Yet there are thousands and thousands of people who love it, who cherish it. America is cruel to its poets."...**HOLLERIN' AT US:** From **Craig Marberry, '85:**

"I've left WXII-TV in Winston-Salem, N.C. for a job just down the road a bit -- over the one-lane Yadkin River Bridge and 10 country miles from farmer Judd's old barn, which burned last spring during a thunderstorm. In short, I'm now a reporter for WRAL-TV in Raleigh. In addition, I'm producing a four-part video library for (North Carolina) A&T State University. It suggests alternative crops for black farmers. The idea is to help them increase productivity, which in turn, will help them keep their farms."...

CIVIC PRIDE: Betty Winston Baye, '80, an assistant city editor at the *Louisville Courier-Journal*, was among 52 business, civic leaders and professionals chosen to participate in a 9-month-long "Leadership Louisville" project. The participants will attend monthly seminars to learn

more about the history, culture and urban conditions that move the city...**CINDERELLA STORY:** In "Breaking Away," **Jill Nelson, '80** of *The Washington Post Magazine* profiled Cynthia Davis, a tough kid from a large working-class family who was transformed when she took part in a youth cottillon sponsored by the District of Columbia Department of Recreation. Jill wrote: "...sometimes a poor kid is smart enough or lucky enough or just plain determined enough to grab that middle class ring and ride it right out of the ghetto. Eighteen-year-old Cynthia Davis is one of those young people."...**E.R. Shipp, '79**, of *The New York Times* wrote a reporter's notebook (Aug. 31)

Continued on Page 6

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Convention/Con't

Catholic-owned newspaper in Johannesburg.

• Photographer Michel duCille was honored as NABJ's Journalist of the Year. He is *The Washington Post's* photo editor and was a photographer for *The Miami Herald*.

The Lifetime Achievement Award went to Armistead Pride, retired professor of journalism at Lincoln University in Jefferson City, Mo. A special award went to Lucille Bluford, editor of the *Kansas City Call*, who was cited for her achievement in opening the door for more blacks in journalism.

Forty workshops and seminars covered subjects ranging from AIDs to computer graphics, and there were more parties and receptions than one person could attend. The highlights of the social activities were a rockin' riverboat ride on the Mississippi, and a "banquet blast."

Growing fast

"Foundation-laying" for 13 years has moved NABJ into its strongest position ever to promote change, said organization president DeWayne Wickham. Membership had doubled in the past year from 850 to 1,700 and the focus of NABJ has shifted dramatically from mutual support to lobbying publishers for change.

When the NABJ board and leaders of the American Society of Newspaper Editors, American Newspaper Publishers Association, National Association of Broadcasters and the Task Force on Minorities in the Newspaper Industry met the day before the convention opened in St. Louis, it marked the first time that NABJ sat at the table with industry heads as equals.

The organizations agreed to form a work group steered by NABJ to address major problems: Recruitment of minorities to reporting and editing positions and promotion of minorities to management level positions.

The work group's recommendations are due in late December.

How to encourage future journalists

By Vada Crosby
ST. LOUIS -- Organizing and operating a journalism workshop for minority students can be a nail-biting, hair-pulling experience, but the end results make it an enjoyable and stimulating adventure, according to the experts.

The pros and cons of starting and running a minority student journalism workshop were among the topics discussed at the NABJ convention.

Panelists said organizing such a workshop can be a

time-consuming task that cannot be taken lightly, especially in the selection of students, who will either make or break the program.

He said even those students who aren't certain whether they want to pursue a career in journalism might benefit from such a program. They can utilize the training to determine whether they enjoy working as a journalist.

"The first thing you need to start a workshop is good people," he said. "Don't lose sight that you're teaching journalism."

Other dos and don'ts include:

- Don't delegate too many jobs.

- Seek corporate funding to finance the project.

- Organize early.

- Involve a lot of people.

- Talk about problems.

- Map out a good outline and theme for the workshop.

- Be prepared to instruct students on basic English and copy editing skills.

- Explain the difference between essays and news stories to students.

And most importantly, have fun doing it.

(Vada Crosby is a reporter for the *Hartford Courant*.)

PEOPLE /Con't

on the NABJ convention. The piece noted that the recent upsurge in membership to 1,700 may reflect heightened concern over the slow pace of

desegregating news organizations. And in an 'At the Bar' column (Aug. 26), she wrote about the pain facing many black prosecutors -- suspicion at the office, hostility at home... Monitor Reports, the Christian Science Monitor television program and reporter **Meredeth Lewis**, '72, won a first-place NABJ Award for international reporting, coverage of the elections in Haiti. This month Monitor Reports will be replaced by World Monitor. The program can be seen on the Discovery Channel... We're told that

Maynard Eaton, '72, is now a correspondent for Black Entertainment Television (BET), from WXIA-TV, Atlanta... A CHECK ON THE '88 GRADUATES: **George Bundy Smith Jr.**, finished a summer internship at the Wall Street Journal and is looking for steady daily newspaper work. **Lisa Rhodes** is working at *Emergence*. **Rob Parker** is a sportswriter at the New York Daily News. **Mervyn Keizer**

Jr. is looking for work. **Melanie Eversley**, is a reporter at the Poughkeepsie Journal after completing a summer internship at Newsday. **Dele Olojede** and **Natalia deCuba** had their summer internships at Newsday extended through November... **Michael O'Neal** is a reporter for Big Red in Brooklyn...

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Minority journalists hold first joint session

BALTIMORE -- The leaders of the nation's four minority journalism associations met for the first time at an Oct. 15 summit to learn more about each other's differences and discuss common interests, namely, expanding racial diversity in the news media.

Participants were from the boards of the National Association of Black Journalists (NABJ), The National Association of Hispanic Journalists (NAHJ), the Asian American Journalists Association (AAJA) and the Native American Press Association (NAPA).

In 1986, the black and Hispanic associations met in Philadelphia for the first joint board meeting of minority journalists.

Last month, NABJ President DeWayne Wickham said the four organizations were sending a historic message to white-owned media companies that "multiculturalism is not only something we believe in but it's something we're committed to work toward."

Wickham and fellow presidents Evelyn Hernandez (NAHJ), Lloyd LaCuesta (AAJA) and Mark Trahart (NAPA) met with about 60 board members at

High cost of J-school root of low enrollment

Minority enrollment in this year's Class of '89 at Columbia's Graduate School of Journalism was one of the lowest in recent years. Thirty-eight black, Hispanic and Asian students were accepted to this year's class; 26 showed up.

Marianne Shearer, the school's director of placement, called the turnout "terrible." She said she was encouraged last winter when the school received 113 preliminary applications from minorities, from a total of 772. But hopes plummeted in the spring when only half of these candidates completed their applications.

"Our problem is not getting people to apply," she said. It's getting them to follow through."

the Hyatt Regency Hotel. The next day, the presidents issued a joint statement.

"While the minority population is projected to reach 35 percent in 13 years, the minority voices in the media are at dismal levels with no prospects of a rapid increase. Our united efforts are crucial to bring more minority people into the profession, to dramatically increase their promotion and advancement to all levels of the industry and to stem

The cost of attending school appears to be a deterrent. Tuition is now \$13,308, up from 12,594 last year. Add living expenses, and the nine-month program costs \$22,150. Most students receive financial aid, a combination of grants and loans.

Shearer says Joan Konner, the new dean, was eager to raise more funds for the J-school, some of which would be used for financial aid.

Phyllis T. Garland, a journalism professor, said promoting the school was essential. She said a lot of minority applicants looked at the costs and gave up.

Garland is on the J-school admissions committee, which is supposed to develop strategies to encourage more minorities

to attend Columbia. She said she planned to visit some historically black colleges to encourage students to apply and promote the school as a sound investment. She and other school officials intended to tell potential students and college advisers that Columbia's one-year program, while expensive, may be a better bargain than two-year programs.

The school is also considering inviting minority journalism alumni to participate in an open house and talk to applicants.

Regarding overall enrollment, Shearer said fewer applicants were admitted this year, although the class was slightly larger (191, up from 174 last year).
-- WJD

the alarming trend of their flight from the profession," said the presidents (**full statement on page 3**).

The joint meeting opened with each president giving a 10-minute description of their organization, its membership and mission.

A luncheon followed and the participants listened to a moving speech by Mary H. Futrell, president of the National Education Association (NEA). She said that by the year 2020, an estimated 35 percent of American schoolchildren

will be black, Hispanic or Asian. She also said a tailspinning decline in minority teachers is occurring (from 18 percent to a projected 3 percent by the year 2000) and she called for a relentless campaign to recruit minority teachers.

When the joint meeting resumed, the participants engaged in a three-hour discussion of three issues:
• The possibility that the four associations should

Continued on Page 3

THE UNIVERSITY OF GEORGIA DEPARTMENT OF ADVERTISING & PUBLIC RELATIONS

Advertising Position. The Department of Advertising & Public Relations is seeking an assistant or associate professor of advertising. Applicants must hold a Ph.D./D.B.A. or be near completion. Appointment at the associate rank will be based on an established research record and documented teaching effectiveness. Appointment at the assistant rank will be based on research and teaching potential. Applicants must be able to teach a wide variety of advertising courses at both the undergraduate and graduate level and conduct research or either theoretical or practical significance. Nine-month, tenure track appointment effective September 1989. Salary Competitive.

The Department is one of three (journalism and telecommunications) within the Grady College of Journalism and Mass Communication. The Department offers two undergraduate majors, advertising and public relations, and takes an active role in the College's masters and doctoral programs in mass communication.

Send letter of application, CV, and three letters of recommendation to: Dr. Len N. Reid, Department of Advertising & Public Relations, Grady College of Journalism and Mass Communication, The University of Georgia, Athens, Ga. 30602. The deadline for application is December 16, 1988, or until a qualified candidate is found.

The University of Georgia is an affirmative-action, equal opportunity employer, and invites and encourages applications from women and all minorities.

Black Alumni Network Survey

This newsletter improves because of you. We've listened to your comments and worked hard to make each issue better. Please complete this brief survey

1. What do you read this newsletter for most? Select two.
 - a. Announcements, calendar
 - b. J-school news
 - c. Jobline/People
 - d. Media industry news
 - e. Opinion columns, essays
2. Suggest how this newsletter can better serve you:
3. Other general comments about newsletter (i.e. format, content, frequency).
4. What field are you in?
5. Years of experience?
6. Gender: male, female
7. Age range:
 - a. 18-25
 - b. 26-35
 - c. 36-45
 - d. 46-55
 - e. 55-up
8. Are you a Columbia journalism graduate?

Please return to: **BAN Survey**, 5813 Morris St. #3, Philadelphia, Pa. 19144

Next Month: W. Africa journey

Black Alumni Network Newsletter

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Editor

Betty Winston Baye
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Joint statement of the minority journalists organizations

AAJA • NABJ • NAHJ • NAPA

The four major minority journalism organizations have come together to encourage and advance racial and ethnic diversity in an industry whose efforts have fallen short.

While the minority population is projected to reach 35 percent in 13 years, the minority voices in the media are at dismal levels with no prospects of a rapid increase. Our united efforts are crucial to bring more minority people into the profession, to dramatically increase their promotion and advancement to all levels of the industry and to stem the alarming trend of their flight from the profession.

"Stemming the exodus of minorities from our industry, and increasing our numbers overall, has to begin in earnest now," said DeWayne Wickham, president of the National Association of Black Journalists. "This industry has to move from verbalization to actualization of its oft-stated commitment to the creation of a multicultural newsroom."

THE NEWS continues to be filtered through the majority's eyes, poorly reflecting the changing complexion of this nation. While our organizations

are young, we continue to grow and we have made a difference.

"Newsrooms must reflect the nation's growing diversity in order that the people we serve, our readers, viewers and listeners, are receiving the proper perspective of today's important issues. It can only improve the journalism industry," said Lloyd LaCuesta, president of the Asian American Journalists Association.

The industry should appreciate our cultural and racial distinctions. We will continue to pursue our individual agendas, but our common goals will spur our shared objective of diversifying America's newsrooms.

While we recognize and appreciate the long hard struggle of our black colleagues in this country, we remind America's newsroom managers that 'minority' does not mean black only. This nation and this world increasingly are made up of people of color, and our newsrooms -- our newsrooms -- must reflect that variety and reality," said Evelyn Hernandez, president of the National Association of Hispanic Journalists.

WE APPRECIATE the support of our current funding sources, but want

other media organizations to stop talking commitment and start funding commitment. We urge the many media organizations that are standing on the sidelines to join our efforts to diversify this industry by providing us moral and financial support. We will not be pitted against one another.

For our part, we will work more aggressively to promote joint projects and programs among our organizations in a steady effort to bring about change. To this end we have established an Executive Leadership Council composed of each association's president, immediate past president and executive director to meet on shared areas of concern.

So distressed are we with the state of the industry that we will take appropriate action to significantly increase minority representation throughout the profession and beyond to the broader society.

"The news media must change its ways and learn a little more about each culture," said Mark Trahan, president of the Native American Press Association. "We are all linked by history and similar cultures, and by working together we can lead our industry."

Joint session/Cont

hold a joint convention in several years.

- A discussion of funding and fundraising. There was concern that some media companies that underwrite programs for minority associations want to "write one check, throw it in the middle of the room and have us fight over it," said one speaker. The consensus was against the "one-stop shopping" funding concept.
- Creation of an Executive Leadership Council of the presidents, immediate past

presidents and executive directors to coordinate joint projects.

-- WJD



Board action

At NABJ's fall board

meeting, the organization:

- Announced the sites of three professional development seminars that will be held in conjunction with the American Press Institute (API). Public Policy and Its Impact on

the Underclass will be the seminar at Hampton University in January; Research Techniques is the May session at API in Reston, Va., and Management Techniques is the October session at Jackson State University. About a dozen journalists are expected to participate in each session. People interested in the seminars should call NABJ headquarters (703) 648-1270.

- Approved a \$612,000 operating budget for 1989.

The board voted 7-6 to amend the budget to allow a regional funding allocation based on membership. Small regions received a minimum \$1,000; larger regions received proportionately more. Previously, each region regardless of size received \$1,500.

- Approved Garden State (N.J.) Association of Black Journalists and the Austin Association of Black Journalists as NABJ's 27th and 28th professional affiliate chapters

Media Briefs

Entry denied

Sheila Rule, a black correspondent for The New York Times, was denied admission to Britain in September and was sent back to New York because she had arrived at Heathrow Airport without a required document.

Rule was to begin a tour of duty in The Times' London bureau. She was told by immigration officers that she needed a "letter of consent" from the British Consulate in New York. Efforts by The Times to secure her entry were unsuccessful. Immigration officers would not even allow her to go to a closer country to sort out the paperwork.

An official of the United States Embassy told Crag R. Whitney, the London bureau chief, that British authorities had tightened their procedures after they were criticized for being flexible with American, Canadian and Australian visitors but unyielding with visitors from the Third World.

Rule received the letter of consent when she returned to New York, and left for London soon after.

Miami-bound

Jay T. Harris vacated his position as executive editor of the Philadelphia Daily News to become assistant to P. Anthony Ridder, president of the Newspaper Division of Knight-Ridder in Miami. Knight-Ridder owns the Daily News. Harris, 39, was executive

editor of the Daily News for 3 1/2 years.

His major achievement, according to published reports, was development of the Daily News PM, a mid-afternoon paper. The initiative was considered bold because the newspaper industry generally has given up on afternoon readers. PM doubled in circulation since its debut early last year, according to the Daily News. Harris came to the Daily News from Gannett News Service.

Nobel writer

For the second consecutive year an African writer was awarded the Nobel Prize in literature. Cairo-born Naguib Mahfouz, 77 has written 40 novels, 30 screenplays and poetry during his career. The judges praised the novels *The Cairo Trilogy* and *Children of Gebelawi*. In 1987, the literature award went to Wole Soyinka of Nigeria.

Jobline

The Society of Professional Journalists, Sigma Delta Chi, is hosting a Minority Job Opportunity Conference Nov. 16-17 at the Clarion Hotel in Cincinnati. Job-seekers can interview with recruiters from newspapers, trade press, broadcast, cable news and magazines. Students and professionals from Ohio, Indiana, Kentucky, West Virginia and Tennessee are encouraged to attend. For information, contact J. Frazier Smith (513) 369-1918...The American Society of Newspaper Editors will sponsor 13 job fair/conferences around the nation from

October to February for college juniors and seniors. For information and applications contact Mireille Grangenio Gates, minority affairs director, ASNE, Box 17004, Washington, D.C. 20041. Or call (703) 648-1146...The Seattle Times offers a quarterly internship program for minorities. It is open to college students (junior standing and above), professional journalists who need experience on a metropolitan daily to advance their careers and professionals in unrelated fields who wish to work in print journalism. One minority journalist is selected each quarter for a full-time, paid, 12-week position. Application

deadlines: Nov. 15 for spring and summer quarters. Send cover letter, resume, one-page summary of your reasons for entering the newspaper profession and five samples of your work to the Seattle Times, Intern Coordinator, Personnel Department, P.O. Box 70, Seattle, Wash. 98111. Or call (206) 464-2385...San Francisco State University seeks applicants for journalism professor. Tenure track teaching position which begins September 1989. Requirements: Bachelor or master's degree with extensive professional experience. Contact: Betty Medsker, chairwoman, Journalism Department, San Francisco State University, 1600 Holloway

Career Opportunity

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Bachelors Degree in Journalism/Communications with three to five years of experience in financial public relations. Solid writing, speaking and interpersonal skills. Ability to identify media opportunities, ability to relate to all levels of management. Capital Market background is necessary for candidate interested in working with FSD and Investment Group.

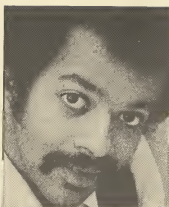
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Ave., San Francisco, Calif. 94132. Or call (415) 338-2663. Deadline: Nov. 15...WDIV-TV News, Detroit, has an opening for a part-time production assistant. Must be able to write for broadcast. Contact: Personnel Department, WDIV-TV, 550 W. Lafayette, Detroit, Mich. 48231. Or call (313) 222-0444...Broadcast

journalists with two- to 10-year's experience are invited to apply for a congressional

fellowship that includes a \$20,000 stipend. House and Senate assignments from Dec. 1, 1989 to Aug. 15, 1990. Preference is given to journalists without extensive Washington experience who plan to cover government and politics. Application deadline is Dec. 1. Contact: Joan Shoreline Barone, Congressional Fellowship Director, American Political Science Association, 1527 New Hampshire Ave. N.W., Washington, D.C. 20036...The Anchorage Daily News (55,000 circ. daily, 70,000 Sunday) has these openings: Sunday magazine editor; photographer; city reporter; business reporter; arts & entertainment reporter, and two copy editors. Contact Julie Doyle at the newspaper, P.O. Box

149001, Anchorage, Alaska 99514-9001. Or call (907) 257-4529...The New York Times is looking for freelance illustrators who live in New York City. Applicants must have professional portfolios. Call Alison France, (212) 556-5821...



...When James McBride, '80 was a student at the J-school some of us recall a night when he was developing film. A radio was tuned to WRVR-FM, the local jazz station. During a break in his work, McBride removed a silver flute from his bag and played note-for-note with a Dave Valentin tune that was on the air. McBride straddles two worlds, journalism and music. Lately, a lot of his energy is devoted to music. McBride is the author of "Good Enough," a tune on songstress Anita Baker's latest album "Giving You



the Best That I Got." Baker placed an ad in a trade journal requesting song ideas. Hundreds of song proposals poured in. McBride's song grabbed her. Surely because, it was good enough...

PEOPLE

Some of the participants at the joint meeting of AAJA, NABJ, NAHJ and NAPA included Shirley Kwan, '82, of AAJA and Edna Negron, '85, of NAHJ...Wayne J. Dawkins, '80, of the NABJ board, was elected president of the Garden State (N.J.) Association of Black Journalists, NABJ's 27th affiliate chapter...After a year at the Sarasota Herald-Tribune, Michael C. Jackson, '87, is currently a reporter for the St. Petersburg Times, covering the police beat from the Times' Clearwater bureau...and speaking of St. Pete, some familiar faces appeared in the 1989 Poynter Institute for Media Studies catalog. Betty Winston Baye, '80 (assistant city editor, The Courier-Journal, Louisville, Ky.) and Gayle

Pollard, '73 (editorial writer, Los Angeles Times) were featured. They were visiting instructors in 1987-88....Bridgett Davis, '86, left The Philadelphia Inquirer to take a crack at free-lance writing in New York City...FROM BED-STUY TO

WALL STREET: In last month's Essence, Esther Iverem, '83, spotlighted Ernesta Procope, founder and president of the nation's largest black-owned insurance brokerage agency, E.G. Bowman Co., Inc. "Wall Street Success Story."

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A great news region of rapid growth and change

By Wayne J. Dawkins

Often when I'm out of town and I tell people that I work for a newspaper in New Jersey, I have to explain that I don't work across the river from New York City, so my nose isn't constantly assaulted by the stench from the chemical plants and oil refineries off the New Jersey Turnpike.

I work 80 miles down the road from Newark for the Courier-Post, based in Cherry Hill, Camden County.

This is the Philadelphia metropolitan area; it's a 15-minute drive from my office to Center City.

The Courier-Post (circulation 102,000) is owned by the Gannett Company. Last month the Courier-Post was recognized by Gannett as the most improved community newspaper (over 40,000 circulation) of 1988.

THE PAPER was based in the city of Camden until the late 1950s when it moved to the suburbs.

Like other large New Jersey newspapers that embraced the suburbs, it dropped the city name from its masthead.

Metropolitan South Jersey -- Camden, Burlington and Gloucester counties -- is an exciting region for young journalists to practice their craft. The area has about 1.3 million people, and it is growing rapidly.

Twenty-five years ago, semi-rural hamlets like Evesham, Mount Laurel and Washington Township were home to 10,000 people or less. Today the

population has quadrupled in each of these communities and so have challenges to manage them efficiently.

This means nightmares for politicians and endless fodder for energetic reporters.

REPORTERS CAN cover housing and development, politics and education in

Datelines: Cherry Hill, N.J.

some of the 80 or so communities the newspaper covers.

Then there is Camden, once a booming industrial city that hit bottom after decades of white flight and corruption. It was transformed into a reservation for a large, poor black and Hispanic underclass. The city is trying to crawl out of its hole, and that's an exciting story to cover.

The African-American community has a strong presence in communities like Lawnside in Camden County, once a stop on the Underground Railroad.

Willingboro in Burlington County is a bedroom community for many black professionals who work in Philadelphia and Trenton.

Reporters can learn first hand why New Jersey is nicknamed the Garden State. Farms are about 15 miles from the shopping malls and subdivisions of Cherry Hill. Reporters can write about how environmental problems or

development pressures affect peach and tomato farmers in Gloucester County or growers in the cranberry bogs of Burlington County.

I had a funny experience when I began working here four years ago. In Burlington County, a yuppie bought a condo in a new subdivision carved out of the dense woods.

SHE CALLED the newspaper because she was annoyed by the cannon-like blasts that occurred every 15 seconds. Upon investigation, I learned that her home was next to a blueberry farm. When the berries ripened in the summer it gave the air a sweet fragrance, an intoxicating scent inviting to crows. The farmers kept the crows away with a crowpopper, a non-lethal contraption that simulated a shotgun.

When the condo owner bought her home she didn't know that farmers would be chasing crows away for several weeks in the summer.

The farmers, a husband and wife who could have easily been the subjects of "American Gothic," said they had every right to pop away. After all, they were there first. Condos vs. crowpoppers is one of the many rural-suburban-urban battles in the region.

The Courier-Post is probably like many medium-size newspapers; there's much to do and not enough staff to get to everything. There's an opportunity to learn a lot of skills and become knowledgeable in many areas, unlike big-city papers, where a young reporter may have to wait for a veteran to die at his desk.

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Sensitivity training for journalists

Seminar focuses on "journal and other isms"

By Lisa Rhodes

NEW YORK -- The trials and tribulations of not being a 21-year-old, straight, white male student at Columbia University's Graduate School of Journalism was the topic of a seminar at the school last month.

Mervyn Keizer (J-88), a free-lance writer, moderated the seminar, which was called "Journal and other isms." A panel of four recent J-school graduates shared their experiences as "non-majority" students with journalists-in-training from the current class. The discussion focused on subtle racism, sexism, ageism and sexual stereotyping in and outside of the classroom.

George Bundy Smith Jr., (J-88), now a reporter at the Orange County edition of the Los Angeles Times, said that many white students resented the number of minority internships available. Bundy Smith, who is black, said many white students often commented on how internship-trained minority students had the upper hand in landing newspaper reporting positions. But he said the truth was that minority internships and training programs were often a revolving door leading to the unemployment line,

while less experienced, and sometimes less qualified, white males were offered full-time jobs. Bundy Smith said white men continue to rule the newsroom long after summer minority programs end.

Samme Chittam (J-88), a 31-year-old free-lance writer with 10 years'

Many white students said internship-trained minority students had the upper hand in landing newspaper jobs. The truth, said Bundy Smith, was minority training programs were often a revolving door to the unemployment line. White males were offered full-time jobs.

experience, said she was discouraged from applying to the J-school during an admissions interview because Columbia "has a tradition of accepting younger students." Although her experience at the school was positive overall, (she was awarded a Pulitzer Traveling Fellowship), she said many of the other women

complained that they were treated like "recruits," despite their journalism experience and years of academic training. Chittam said that unlike other female students, she was not called "honey" or "babe" by male professors. "But many older women felt as if the professors refused to recognize their skill levels in RWI," she said, referring to the reporting and writing course.

As one of the few Hispanic students in her class, Natalia deCuba (J-88), a former intern at Long Island Newsday, said she was confronted with both racism and sexism from students and professors. DeCuba said several white students claimed she received an offer from Newsday only because she was "a minority," and that newspapers often lowered their standards for minority reporters. A professor once advised her not to worry about her competence since she was certain to find a job after graduation due to her minority status. DeCuba, now planning a trip to

Europe, said that as a Hispanic woman she has learned to "take a lot of s--," but said she is a "damn better reporter" than many of her colleagues.

Rick Thompson (J-87), a free-lance writer who is gay, advised students to be aware of the language they use when writing about

A professor told a Hispanic woman not to worry about her competence since she was certain to find a job due to her minority status.

gays and lesbians. "As a journalist, your language is public," Thompson said. When writers use words like "faggot" or "butch," he said, they are "reflected a particular kind of mind-set." Thompson said he was "lucky" enough to "pass" as a straight man during his year at the school, but added that there was a need for an active and vocal gay support group for J-school students.

A similar seminar was held for the Class of 1988 in May.

There is interest in making a sensitivity course a permanent part of the school's curriculum beginning in September 1989.

Damba Kunda Report
African-American reporter
works Gambian soil (page 3)

Newspaper Fund alumni network

PRINCETON, N.J. -- There are more than 2,200 former Dow Jones Newspaper Fund interns in the United States and overseas. The Newspaper Fund (1959 -) is setting up an alumni network to enlist the help

of former interns and Urban Journalism workshop participants to bring the brightest and best of American youth into newspaper journalism.

"We hope those who are continuing their newspaper careers will seek the support of their publishers

for the Fund's programs and will remember the Fund's goals through personal contributions of time and possible future gifts for special projects," said Thomas E. Engleman, executive director.

Former Newspaper Fund interns are offered job

listings and a chance to keep track of classmates. In return they can help find applicants for internship programs, serve as mentors and workshop instructors.

Some former interns:

Sheila Rule, London bureau correspondent for The New York Times; DeWayne Wickham, Gannett News Service columnist and president of the National Association of Black Journalists; Juan Williams, Washington Post Magazine staff writer; Loren Ghiglione, president and publisher of the Southbridge (Mass.) Evening News, and Peter R. Kann, associate publisher of The Wall Street Journal.

The University of Georgia School of Journalism and Mass Communication

PUBLIC RELATIONS. The University of Georgia's Grady College of Journalism and Mass Communication has an opening for an assistant or associate professor of public relations beginning September 1989. The position requires that candidates be qualified to teach a range of public relations courses. Candidates must excel in both undergraduate and graduate teaching. Candidates for Assistant Professor must possess a Ph.D. or be near completion and demonstrate evidence of research potential. Candidates for Associate Professor must have a Ph.D. and a demonstrated research record. Salary is competitive based on qualifications and experience.

Contact Dr. Len N. Reid, Department of Advertising & Public Relations, College of Journalism and Mass Communication, The University of Georgia, Athens, Ga. 30602. CLOSING DATE IS JANUARY 6, 1989.

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The Graduate School of Journalism of Columbia University invites applications and nominations for senior and junior faculty positions in print and broadcast journalism for the 1989-90 academic year. These one-year renewable and tenure-track positions will be filled from the ranks of distinguished professionals with an interest in teaching and research. The school is an Equal Opportunity Affirmative Action Employer and especially encourages applications from minorities and women. Send letter, vita and three reference letters to:

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Graduate School of Journalism
Columbia University
New York, N.Y. 10027

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Assignment: Gambia

Reporter takes time off to take part in W. African development project

By L. Eric Elie

The folks at Operation Crossroads Africa tell you that leading a Crossroads group to "the continent" is a tremendous experience that can change your life forever. I had heard similar clichés before at, among other places, the Columbia Graduate School of Journalism, so I was skeptical.

But when you're trying to get to Africa on a reporter's salary, the options are few. Crossroads pays a \$300 stipend plus room and board. Since the price was right, little else mattered.

As I learned more about the 31-year-old program, its value became more apparent. It's designed so that participants live and work within developing communities, generally far away from cities and other more Westernized areas. This arrangement forces participants to see Africa and Africans from a perspective that is nearly impossible to duplicate as a tourist.

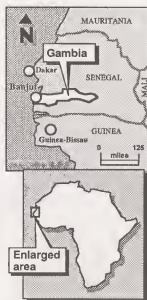
AFTER A thorough application process that included essays and interviews, I was selected

to lead a group of college students to Gambia, a small country on the west African coast. My editors at the Atlanta Journal-Constitution were kind enough to give me a two-month leave of absence, though not so charitable as to keep me on the payroll.

My group was an eclectic collection, including a 23-year-old husband and father, a 43-year-old accountant and an east Indian college student studying in the United States. Once in the country, five Gambians were added to our number, and they became our co-workers, interpreters and friends.

Our assignment was to help the people in the village of Damba Kunda protect their homes and crops from the strong flow of water that sometimes accompanies heavy rains. Five days a week, with the help of a half dozen or so villagers, we dug ditches and gathered rocks to fortify the villages.

For people used to writing articles or studying for exams, digging ditches proved to be a strenuous way to earn a living. After a huge lunch of rice and stew each day, we returned



Map by Rob King

home to recuperate while the villagers went back to their farms to work.

We finished the project. That fact is a pleasant memory but an unimportant one. I'm even beginning to forget the many days when I longed to eat just one mango all by myself without sharing it with flies, or the scores of times I looked down and said, "They call this a toilet?"

MOST VIVID memories include my Christmas-like feeling on Tobaski, a Muslim holy day; the welcoming ceremony we received from the entire village on our arrival in Damba Kunda, and the sensation of being in a country full of people as eager to share their food, their community and their traditions as they were to hear about mine. In ways too sentimental to describe,

the experience did change me.

Unfortunately for journalists, Gambia is not a "hot" news place. The people are poor, but they're not starving. There has been only one brief and bloodless coup since independence in 1965.

But that's not to say that a journalist, particularly an African-American journalist, should bypass the Crossroads experience. There is much to write about.

For instance, in Gambia for about \$1.50 you can buy enough Chinese tea to brew several hours worth of Ataya, a syrupy, non-alcoholic drink. As you sip, ideas are exchanged and stories are swapped.

All of the stories make good copy, and some of them are even true.

L. Eric Elie '86, is a business writer for the Atlanta Journal-Constitution.

There's still some time to complete the

Black Alumni Network Survey

that appeared in the November issue.

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-- K.T., A recent grad and TV journalist.

Investing in the future

PHILADELPHIA -- Dr.

Ruth Wright Hayre, a black educator who promised last month to pay for the college education of 119 inner city sixth-graders, has urged black journalists to pressure the government to give more support to education.

"Convey to the people in Washington that it's time to put our money where our future is," Wright said at a scholarship and awards banquet hosted by the Philadelphia Association of Black Journalists. "The Administration can not short-change our children, especially children at risk."

She urged writers and editors to use every vehicle at their disposal, including news articles, investigative reports and editorials.

Dr. Hayre is a member of the Philadelphia Board of Education. She was the first

black high school principal in the city despite the fact that she was initially denied the right to teach in Philadelphia high schools because of her race.

Last June at graduation ceremonies at two elementary schools, she announced that she would pay the college tuition of the 119 students if they stayed in school and were accepted to an accredited institution.

Dr. Hayre said that at least 80 percent of the children are from one-parent families and that most live in poverty. "Of the 119, probably only half will go to college," she said, "but if they do, it will be 10 times better than the record of the two schools."

Dr. Hayre received a community service award from PABJ. The group also gave a total of \$950 to students who won an essay contest.

is supposed to be for one month.

Mkhondo, who works Reuters, also said journalists in South Africa have been resisting government attempts to license them. They see licensing as a way to further restrict critical coverage.

Jobline

The American Bar Association seeks a **managing editor** who demonstrates strong diplomatic skills and is a precise proofreader, copy editor, traffic manager and production coordinator.

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consists of 400 days of on-the-job training, as well as regular seminars. Contact Elizabeth Stanley, administrator, Assistant Directors Training Program, 14144 Ventura Blvd., Suite 270, Sherman Oaks, Calif. 91423...The University of Medicine & Dentistry of New Jersey is looking for a **manager** and a **reporter** for its news service. The manager supervises seven reporters. Knowledge of medicine and science is desired. The reporter position requires a high-energy person who can report, rewrite and copy edit. Send cover letter, resume, four clips and the names and telephone numbers of three professional references to: Stuart Dim, director, news service, UMD, 30 Bergen St., Newark, N.J. 07107-3007. Or call (201) 456-4320...The Birmingham (Ala.) News is looking for a general assignment **reporter**. Contact Glenn Stephens, state editor, (205) 325-2482...The Allentown (Pa.) Morning Call is looking for a **copy editor** with at least two years experience. Contact Roy Heffelfinger, managing editor (215) 820-6500...The Boston Water and Sewer Commission is looking for a **media coordinator**. Salary \$55,000. Contact Aisha Amiju (617) 330-9400...

Words from South Africa

At the PABJ awards ceremony, South African journalist Rich Mkhondo urged American journalists to protest to the South African government for last month's decision to suspend publication of The Weekly Mail, an opposition newspaper. The suspension

B.A.N. People

'88 Grads update: George Bundy Smith Jr. is a reporter-trainee in the Orange County bureau of the Los Angeles Times...Lisa Rhodes is a reporter for Children's Business Magazine, a Fairchild publication that covers the retailing and manufacturing of children's clothes, toys and other products...Dele Olojede, a summer intern at Newsday, was given a one-year extension. Fellow Newsday intern Natalia deCuba is taking time off to go to Europe...Toni Randolph is at National Public Radio...Cheryl Devall, '82, a former Chicago Tribune reporter is now a radio correspondent for National Public Radio in Chicago...Kirk Jackson has become a reporter for the Allentown (Pa.)

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Morning Call...K. Maurice Jones, '81, explored Jesse Jackson's transformation from activist outsider to political insider in "A Moment in History: The Glorious Quest of Jesse Jackson," in the October issue of CLASS. Jones wrote: "...the awe, bewilderment, contempt and ultimately respect of the white power structure to 'the Jackson phenomenon' is thinly veiled. For his public charm, good looks, command of the English language, spontaneity and manipulation of the media, Jackson has been criticized. However, when similar qualities were displayed by Ronald Reagan in his bid against Jimmy Carter in 1980, he was hailed as America's Great Rejuvenator. If Reagan, a white man, can be praised for being a political animal, why not a Jesse Jackson?"...in this month's issue of Essence, "Rite of Passage" by Esther Iverem, '83, examines the way families are reviving African rituals to guide their teen-agers into adulthood. In the same issue, Linda Wright Moore, '73, has written

part of a guide for rearing the next generation of children. Charles E. Simmons, '70, changed coasts as a journalism professor, moving to Cal State Los Angeles from Howard University in Washington. His responsibilities at Cal State include serving as adviser to the school newspaper, University Times...In last month's Ebony Man (EM) Johnny Kemp told Clarence Waldron, '80, how an old idea made his sizzling single "Just Got Paid." He said "It's not a new idea, it's something that's been done but I guess it was just time for the idea of 'Friday and living it up to come around again. We came at the right time with the right idea and people were ready for it.'"...In the Nov. 13 Washington Post Sunday Magazine, "The Waiting

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Room" by Jill Nelson, '80, showed how a visit to an office of three women pediatricians revealed pressures of balancing

career and family (Washington, D.C., according to the piece, has a higher proportion of working women than any other U.S. metro area)...Idris Michael Diaz, '83, moves from the business beat to city hall reporter for The Philadelphia Inquirer...

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Sleepy giant awakening

Growing black political awareness in Cincinnati

By Karen M. Turner

Yes Virginia! There are seven hills in Cincinnati.

Before I tell you about the media outlets here, I must express my surprise about the landscape when I moved to the city a year and a half ago. Being so close to Kentucky, (as a matter of fact, the airport is in the Bluegrass State), I expected to see flat land. I guess I forgot my geography because to my surprise and that of my standard Toyota, there are hills in the Queen City.

The Cincinnati Enquirer and the Cincinnati Post are the two major newspapers here. The former owned by Gannett, the latter by Scripps-Howard. There were three radio stations with urban formats up until two months ago. Now there are two. I work for the new kid on the block, WIZF-FM ("The WIZ"). It's black-owned and operated; the competition isn't.

MY PERSPECTIVE of Cincinnati is somewhat cynical; working for the black press in this city has done that. Actually it's the realization that we as black folk for the most part don't respect our own. I'm not suggesting for a moment that Cincinnati is unlike any other city on this issue.

Blacks make up about a third of

the population of 369,750. We have one black on the city council; he's a Republican. The council members are selected through an at-large system, which makes it difficult for blacks to be elected in large numbers. Another black, a football player, was recently appointed to a

Datelines Cincinnati, Ohio

council seat by the Charter Party (this is a three-party city).

Cincinnati is in Hamilton County, which is overwhelmingly Republican. It has been impossible for blacks to win countywide seats. Last year one black female judge did win, but only because the black female Republican candidate and white male independent split the vote.

CINCINNATI IS an interesting city. At times I feel it's ready to come into its own. It reminds me of pre-Harold Washington Chicago. Black residents just need some nudging, and a realization that there is power in numbers. There are some good things happening here, including the formation of a

black community forum. The group is determined to have a say in the city's future. Leaders have told me that other cities are using the group as a model.

If television is your interest, you'll need experience, a beauty title or a famous last name.

All in all, Cincinnati is not a bad city. Most of us have the attitude that it's a place to get experience. There is culture, it's a great place to raise a family and the cost of living is reasonable. Last year the black journalists in Cincinnati formed the Greater Cincinnati Association of Black Communicators to provide a network and support for blacks in media.

"At times I feel Cincinnati is ready to come into its own. It reminds me of pre-Harold Washington Chicago."

Karen M. Turner, '85, is news director of WIZF-FM

"Datelines" is a feature in the newsletter where journalists write about the news organizations they work for and the communities they cover.

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